ELECTRICAL MERCHANDISING

OCTOBER - 1953

McGRAW-HILL PUBLISHING CO., Inc.

CLEANER CENTER





NEW APEX

SATISTICAL MANN IN MANN OF MANN I MANN " AND A "

Matched Automatic Laundry Set

- Color-Matched in Beautiful Decorator Blue and Gleaming White!
- New Sparkling Chrome Control Panel with illuminated "Washing Rule" and Tub Interior!
- Two new Dryer features—Look-in Door...Germicidal Lamp that Sanitizes Clothes with Sweet-Smelling "Sunshine" Odor!

The beauty of color styling

adds even greater sales appeal to the Apex WASH-A-MATIC and AUTOMATIC DRYER!

Now Apex announces the only Fully Automatic "Step-Up" Washer-Dryer line in the industry! You can offer the most complete . . . most competitive laundering line on the market-all sets are completely automatic to help you close

every type of washer-dryer sale!

The New APEX SUPREME models are America's top quality washer-dryer combination sets...their gorgeous color-styling means extra sales-display them! The famous APEX DE LUXE set in gleaming white is a proved sales maker! The New STANDARD line features exclusive Apex automatic laundering quality at "leader" prices!



Every Automatic Washer in the new Apex "Step-Up" line . . . has the famous Apex SPIRAL TUB AGITATOR that Obsoletes All other Washing Methods!



DE LUXE **Matched Laundry Set**

This is the famous WASH-A-MATIC -Automatic Dayer team that's proved itself in thousands of homes all over Americal It has all the exclusive APEX features that make it "Tops" in the moderate priced washer-dryer field!

STANDARD

Apex Laundry Set

Here is a brand New Apex WASH-A-MATIC . . . the Only fully Automatic Washer at its low, Budget-Price! "Teamed" with the famous APEX Timer Dryer, it's the hottest advertising "special" in the washerdryer field . . . display and feature it in every promotion!



HOUR-SAVING APPLIANCES

The Apex Electrical Manufacturing Company • Cleveland 10, Ohio

We don't believe in work for women



WASH-A-MATIC CLOTHES WASHERS

CLOTHES DRYERS



FLOATING-ROLL IRONER









WASTE-A-MATIC



STRATO-CLEANER



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Vol. 85

No. 10



The Cover

DRAWING BY SYD LANDI

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men

Westingho

Already a Best Seller in Market after Market

NATIONAL KICKOFF



MAGAZINES

Appetite-appealing full-color, full-page ad in The Saturday Evening Post, October 3 issue.

STUDIO ONE

Hard-hitting TV commercials by Betty



PRO FOOTBALL

Shown on half-time show during pro football telecasts.

KING SIZED AND VERSATILE...

WITH Exclusive FLARED BOWL SHAPE

COOKS Everything from soup to dessert automatically!

FRIES More food with less shortening!

SERVES Food piping hot right at the table!

BIG CAPACITY Holds six quarts. Only three pounds of shortening are needed for full frying capacity, thanks to exclusive flared bowl shape.

PACKED WITH FEATURES THAT SELL!



Fry basket of long-lasting aluminum keeps its shape, is easier to



Easy hot bowl mixing—mixer beaters can be used right in the Fryer for perfect blending every time.





Westinghouse long-life Temp Chart lists temperatures for Flared bowl shape has largest volume



Corox® heating element insures popular foods. Once set, True-Temp of hot shortening at the top, faster, better cooking results.

Control takes over automatically, greater capacity at frying level. of hot shortening at the top, gives















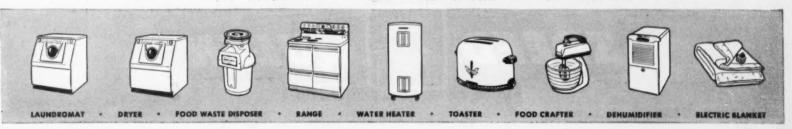
ROASTER OVEN

HOME FREEZER

...that's the Word for this New use COOK-N-FRYER



you can be sure ... if it's Westinghouse





No other automatic washer can match Speed Queen on all these 5 points



Vashability

The Speed Queen Automatic uses the fastest method known to wash dirty clothes thoroughly clean; namely, Speed Queen's famous Bowl Tub and Agitator principle. No other washer, regardless of type, can outperform the new Speed Queen Automatic.



Whether it is controlling water temperature, washing time, filling tub, rinsing or extracting, the Speed Queen Automatic gives the user full flexibility of every operation.



Dependability

The Speed Queen Automatic was designed, engineered and built to be the most trouble-free automatic ever offered the public. User results have already proved that this objective has been successfully achieved.



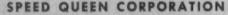
Wringer line backing

When you remind yourself that 50% of the washer market is a wringer - and that the Speed Queen Wringer line is today's No. 1 money-maker to bit that market it is easy to see the merchandising wisdom of using the entire Speed Queen line to sell the entire home laundry market.

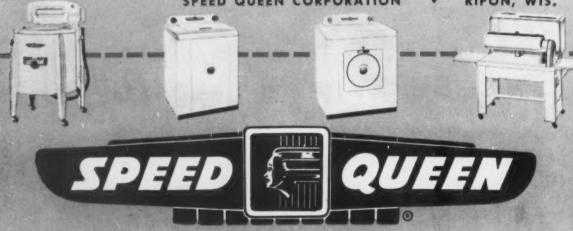


Net profit

There's no satisfaction in moving merchandise if, at the end of the year, there's little to show for your efforts. The only profit that pays off is *net* profit. With that point in mind, we urge that you sit down with your Speed Queen district manager and talk discounts, service costs, promotions, tightening demand, etc. We assure you it will be a profitable interview. Wire or write today.



RIPON, WIS.



the Royal Family of Home Laundry Equipment

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Heat wave helps some areas clean out fan, cooler and refrigerator stocks, but August volume is undistinguished . . . Washers maintain steady sales and TV comes out of summer hibernation

EASTERN retailers had different reactions to and different results from the record heat wave which blanketed this section of the country in the latter part of August and the first week in September. Humanitywise, it had everybody complaining; business-wise, the effects weren't so universal.

Up in eastern Massachusetts, for example, the 90-degree days stimulated sales of room coolers and fans. The same thing was true in New York City, although on Long Island more dealers reported that the temperature was killing off a lot of old refrigerators and giving a sales fillip to new ones. But in Washington, D. C.—where it really gets hot and air conditioners were already sold out—the broiling atmosphere kept even the window shoppers home even though most of the stores resumed their Saturday openings on August 29.

Air Cooler Cleanout. Perhaps the most delighted with the antics of weather were the Long Island dealers who cried, "Why couldn't we have had this hot spell just a few weeks earlier!" Said one, "I thought sure I would have to carry this last six units over to next year, but with the record heat I've even had to order a few more to satisfy the demand."

The sales upswing was felt by dis-

tributors, too. One wholesaler said that although sales weren't up to July levels there had been a decided rally and he expected that by the middle of September all units in his stocks would be gone. However, like most other distributors he wasn't going to do any reordering. What he had he would sell. When those were gone that would be all.

Fans moved out even faster. The same wholesaler had only one model, a small circulator, left in stock early in September and those were all sold before the end of the week.

So-so August. With the exception of the sales generated during the heat wave, August did not represent a remarkable sales month for the appliance business. Long Island dealers, who benefited as much as any by the last hot days of August, reported that at the end of the month refrigerator sales were about even with last year, washers slightly off, freezers (despite a pickup) off about 75 percent.

The loudest wails come from Washington, D. C., where government layoffs, vacations and the heat combined to depress both sales and dealer spirits. District tax figures showed that business in the 12 months ending June 30 was off about \$150,000, so even before a slow July and August merchants there had little to crow about.

Symptomatic of the Capital's depression is the rumor that another one of its big chains is headed for bankruptcy.

Upstate Pattern. Dealers in upstate New York had mixed successes with August, despite the report of one utility that air conditioner sales hit new highs in eight western counties with sales of 2,630 units in the first eight months. There were more dealers reporting poor volume than good and many would agree with the merchant who said, "Our August volume was off from July and no better than a year ago. But we don't look for much in August. We have big plans for September. TV is improving and we are selling converters. Washers have been best in white goods. Refrigeration is down from last year and ranges are fair."

The only Buffalo area merchant to cite especially good business in August attributed much of it to a warehouse sale which sold over 60 refrigerators

More Good than Bad. Philadelphia is the only eastern area where the majority of dealers found August better than July. For example, one dealer

says, "August sales generally above July and slightly above August of 1952. We are completely sold out on air conditioners and washers and dryers have been moving fairly well. Refrigeration has been very good—three or four times the volume of last year's August. Electric ranges moved up a bit in August and TV is moving even better than anticipated right now."

Even distributors in Philadelphia had a good month. Reports one, "Business was very good compared with July, although refrigeration sales were down in comparison with both July and August of 1952." Some of his improved volume came from an increase in washer sales and steady freezer business.

Paper Problem. The biggest worry in Philadelphia right now is credit. Says one wholesaler, "A lot of dealers are getting into a critical situation. Banks are presently loaded with a lot of XX paper. There is so much contingent liability among dealers that the banks are afraid to take the risks with even those that have good paper." A dealer says, "Credit through the banks is becoming an ever-increasing problem. I don't know what the

answer is, but it's causing a real head-ache."

Ill Wind. Up in central Massachusetts, in the 25-mile wide track of the June tornado, dealers looked forward after Labor Day to a substantial business in ranges, refrigerators and water heaters. The tornado wrecked 4,000 homes, farm buildings and business establishments, providing by unfortunately drastic measures a ready-made replacement market for many dealers, which should help to overcome a mediocre sales year. As one retailing utility reports it, sales are off about nine percent from 1952.

Twister. While most of the appliance-TV industry in the East was looking forward to an expected fall pickup, one merchant was voicing a new grief. It seems that this dealer was one of the original, pre-war discount houses, operating on a very "ethical" basis through industrial firms and offering discounts of 15 or 20 percent. Today, however, it is losing business. Customers come in and say they can get 25 percent off elsewhere and this highly moral firm won't meet the price. . . Such is retailing in the appliance business.

The Midwest



By TOM F. BLACKBURN

One way to cut freight costs
... Change in women's habits
Watches and swimming pools
are best premiums

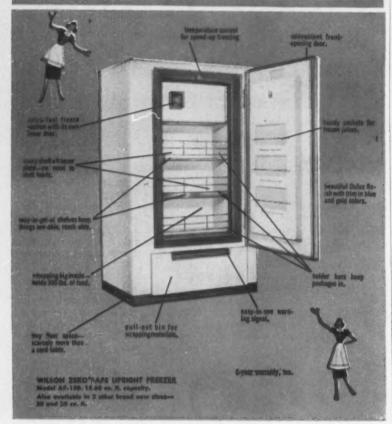
BRIGHT boy of the month is a man in Mount Hope, Kansas, where dealers are plagued, as everywhere, by increased freight costs.

More and more appliance men are

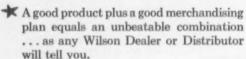
using their trucks to pick up their wares, a habit which started right after the war when there was a shortage of crates. The catch is the one-way empty haul, or the half load. The law prevents the dealer from transporting stuff for neighbors, as that puts him in the common carrier class. Our Mount Hope Hero has hit on a simple device. He buys whatever his neighboring dealers want, and it is his property while he hauls it. It is taken off his hands for cash when he rolls in home. That's about all there is to it, but it trims his shipping expenses.

Oh Tempora, Oh Mores. A lot of good sales promotions stem from what the sociologists call the mores, or habits, of the public. Back in the Thirties, when everybody was hard up, the aluminum ware people hit on a promotion that was a lula. It consisted of a party thrown by a housewife, at which the dishware pusher put on his pitch. People were poor, it was a cheap way to pay off social obligations, and the firm picked up the check. Recently this idea has been revived, but it seems that the public has different ideas with more

WIFE SAVERS... BUSINESS BUILDERS...



HOME FREEZERS



will tell you.

Wilson Freezers are so good that one customer tells another. And Wilson gives you a real sales-making Mer-

chandising Plan . . . the kind that brings in customers.

Get the full details about Wilson Freezers and the Wilson Merchandising Plan. Mail the coupon today.

WILSON REFRIGERATION, INC.

102 Glenwood Avenue, Smyrna, Delaware
America's FIRST Makers of Upright Home Freezers
Pioneers in Home Freezers, Farm Milk Coolers,
Commercial Refrigerators



CHEST FREEZERS, TOO 3 models—15, 19, 24 cu. ft. A size for every size family.

WILSON REFRIGERATION, INC. 102 Glenwood Avenue, Smyrne, Delawere Please send me complete details on Wilson Home Freezers and the Wilson Merchandising Plan. I am interested in: Wilson Dealer Franchise

NAME

COMPANY

ADDRESS

CITY

STATE

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 5 -

prosperity. It appears that Mrs. Housewife now feels that she is selling her friends down the river on a promotion of this sort. The plan needs some tinkering, of the "help-the-hungry Koreans" sort, to get it away from the old angle.

The Handbill is Back. The old handbill, chucked into parked cars and tucked under windshield wipers, is pulling again in South Bend, Ind. An offer, by Television Specialists, of an extra discount to customers who didn't have a television set to trade, is reported as pulling in business during the summer dog days.

Watches a Premium. In the premium business, the shrewd operators use items that the family is constantly losing, breaking, or getting short of. That is why silverware was such a wow in St. Louis, why drinking glasses are always good. The Bell Television Co., Rockford, Ill., is among the first to realize that watches are among the fast turnover items in family use, and as a consequence is employing a 17-jewel watch as tie-in with television.

Plastic Swimming Pools. Sol Polk, whose Polk Brothers store is a visiting must for dealers passing through Chicago, hit upon a summer premium as good as his Christmas trees. It was big, timely, and looked like a lot of money. A plastic wading pool, listed at \$19.95, was given with each major appliance sale. It brought them in.

The quality of entertainment on

The quality of entertainment on radio or television has a direct bearing on sales. The poor summer programs

have been felt at the cash register. Contrarywise, in Milwaukee, with its first big league ball team, and a winning one at that, there has been a bounce in both television and radio business.

The Great Lakes



By FRANK A. MUTH

Not all dealers agree that business is slow . . . Color TV no sales handicap . . . What happened to cake promotions . . . More outside antennas

Is business good or isn't it?
Recently a Columbus, Ohio, dealer was asked if he agreed with a survey made by a book publisher which said that appliances are a "glut (Continued on page 8)



4,000,000 HOOVER DEMONSTRATIONS EVERY MONDAY

.... on CBS-TV



Garry Moore and co-star. Garry Moore, top TV personality, started selling Hoover Cleaners and Hoover Steam or Dry Irons September 14 on his top-rated TV show; will appear for Hoover every Monday. Add the impact of network television to aggressive use of big space in national magazines and hard-hitting special promotions, and you've got a sales opportunity that no dealer can afford to miss! You'll be happier with Hoover.

GARRY MOORE SHOW PRE-SELLS PROSPECTS

You can't beat demonstrations for making vacuum cleaner sales . . . and you can't beat television for making demonstrations! Especially when the man doing the demonstrating is Garry Moore—one of the best-known, best-liked personalities seen on the networks.

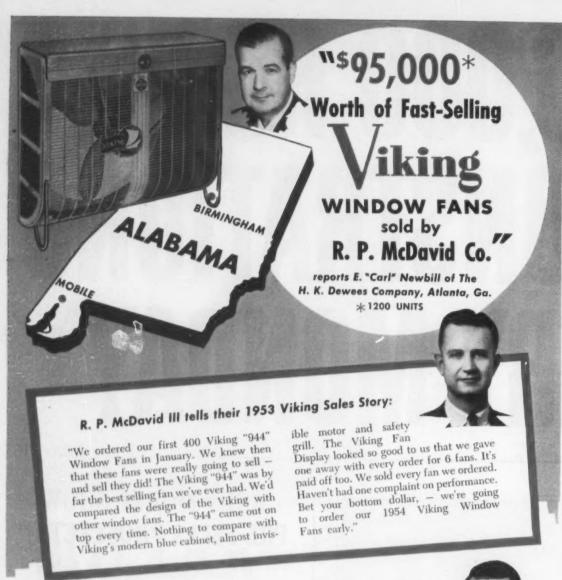
That's why Hoover added television—and Garry Moore—to its impressive line-up of consumer selling activities. Never before, in the 45-year history of the world's oldest and largest manufacturers of vacuum cleaners, has there been such an intensive, aggressive promotional campaign as is underway right now.

This stepped-up advertising activity—biggest in the industry—is sending pre-sold prospects into Hoover dealers everywhere. If you'd like to start them heading your way, too, get in touch with your Hoover district manager and get the facts about a great, new dealer opportunity. Or write:

THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England





"I've found that half the battle of selling a window fan is won when the customer likes the design. Not only did my customers like the looks of the "944", but many of them told me that they considered the safety grill

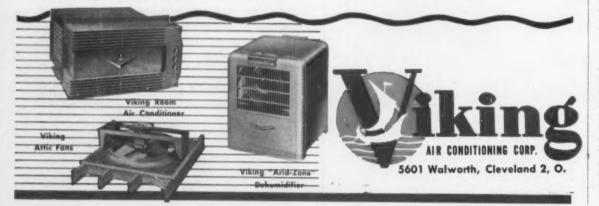


one of its best features. Customers were also impressed by the easy installation and simple operation of the Viking." So says Frank Hillman, Jr. of Union Supply Co., Ensley, Alabama.

"Viking's Co-op Advertising Plan sure helped me sell a lot of fans this year! The display was terrific, really attracted the customers and practically sold the fans for me. Viking's Vadnit coupons brought

the co-op plan to life. I got one with each fan, — worth \$3.00 on up to half the cost of each \$6.00 of fan advertising. Enabled me to bring a lot more customers into my store and sell more Viking Fans." Says Louis D. Ash of Southern Home Supply Co., Birmingham, Alabama.

WATCH FOR ANNOUNCEMENT OF VIKING'S NEW 1954 LINE-COMING SOON!



APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 6 -

on the market, except for air conditioners."

"I've been wondering about comments as reported by the survey for sometime," he said. "My television and appliance department is running better than 26 percent above last year. This is going to be a record year for us, in fact, the biggest in our history. For instance, TV is way ahead; refrigerators are about even (this is the only item that is not ahead). In seven months' time we have equaled last year's total volume. Automatic washers, dryers, electric and gas ranges are substantially ahead. Radios and record players have shown excellent gains.

players have shown excellent gains.

"Now, I know I'm not an exception in the trade. I just can't understand reports that say we are doing poorly. Kiplinger reports show the same favorable gains. Then the manufacturers come out with wonderful six month financial statements. I wonder if these fellows are trying to talk us into a recession? Or kill the appliance business? Or do they have some trend of figures to back up their statements?"

An Answer. A Detroit dealer, when asked the same question, agrees with the publisher's report, but wants to include air conditioners. Answers from distributors in Columbus, Louisville, Cleveland, and a few other dealers, range from "He's nuts!" to "Don't seem to be any glut here." One dealer in Adrian, Michigan, reported that he was back ordered on four models of refrigerators, and back ordered on two models of electric ranges. He felt he wasn't too badly off. "We have heard from other dealers who are completely out of refrigerators and ranges."

One reason why so many dealers in this geographic area don't agree with the publisher's survey is that they've experienced such a high movement of TV throughout the summer. It wasn't as high as it will be by the time you read this column, but better than is usually expected in the summer months. A Cleveland sales promotion manager of a large distributor made this statement early in September, "TV has started to move again, (much earlier than last year) as it usually does in the fall months. We only have one UHF station in our territory, but it sure has stimulated sales. The talk of color TV hasn't hurt sales as it has in the past. In my opinion, its effect will be very slight this year."

Some Color Views. His opinion on color is not shared by all other distributors or dealers. A Columbus, Ohio distributor for the same brand of television says, "Color won't hurt too much except that it definitely reduces the sales of higher priced units." Another distributor in Columbus believes that there won't be any noticeable effect because publicity has been handled properly, factually, and with a transition of proper knowledge.

(Continued on page 12)







Turn to broil Turn back to temperature

when equipped with this single dial oven heat control. You simply turn dial to BROIL and back to Recipe Temperature. That's all. The control does the rest. It automatically switches on the

Operating an electric range oven

is as simple as a twist of the wrist

electricity, cuts in both heating elements for quick preheat and lights BROIL and BAKE pilots. As oven temperature approaches pre-heat it cuts out both elements to minimize overshoot and cuts out pilots to signal oven is ready for loading. It then recycles lower element only, to maintain exact recipe temperature and lights BAKE pilot to show it is on.

Consistent national advertising has made Robertshaw a household word in millions of homes. Consistent high quality and dependable performance have won the confidence of dealers and manufacturers alike.

It all adds up to this. The simplicity of operating ovens with *Robertshaw* oven heat controls helps sell electric ranges.



ROBERTSHAW THERMOSTAT DIVISION, Youngwood, Pennsylvania

Nationwide Promotion on and matching washer goes

"SAFE FOR EVERYTHING WASHABLE"
THEME IS BACKED BY MONEY-BACK
GUARANTEE IN MOST CONCENTRATED
DRIVE IN NORGE HISTORY!

Here, at last, is the ideal automatic washer and dryer—safe for everything that's safe in water. In fact—so safe, so sure to live up to every claim of superiority made for them that—Norge unconditionally guarantees satisfaction or money back after a 30-day home trial!

Never before has Norge concentrated such a barrage of advertising and promotion on a single pair of appliances—because never before has there been a pair of appliances to compare with the Norge Laundry Maids.

Norge dealers from coast to coast are already cashing in on this tremendous factory-planned drive. "When you've got a low-saturation product that's really superior, backed by an all-out promotional campaign and a money-back guarantee—how can you miss?" That's what Norge dealers are saying. Maybe you'd better call your Norge distributor and get in on the profits too!

TOP TV STAR, GARRY MOORE, PROMOTES LAUNDRY MAIDS IN 70 KEY TV AREAS

Every day an average of 2 million homes . . . 3½ million viewers . . . eagerly tune in on Garry Moore, America's most popular daytime TV star. And every Thursday at 1:45 EST on CBS-TV, Garry Moore turns the spotlight on the Norge Laundry Maids . . urges his viewers to visit their local Norge dealer.

NATIONAL AD SCHEDULE ON LAUNDRY MAIDS COVERS ALL SEGMENTS OF CONSUMER MARKET

8 magazines with a combined circulation of over 21 million are carrying the Laundry Maids story to the buying public in October. Almost 85 million readers will be exposed to these hard-hitting ads in LIFE, LADIES' HOME JOURNAL, BETTER HOMES & GARDENS, SUNSET, EBONY, GOOD HOUSEKEEPING, FARM JOURNAL AND PROGRESSIVE FARMER.

LAUNDRY MAIDS GIVEAWAY APRON HELPS BUILD STORE TRAFFIC

A specially designed plastic apron is being offered on Garry Moore's TV Show as an incentive to visit local Norge dealers. This attractive giveaway is available to all dealers during the Laundry Maids promotion.

POWERFUL PROMOTION KIT OFFERS LIVELY SALES AID TO DEALERS

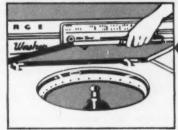
It's the most complete and helpful combination of proven retail sales helps ever offered Norge dealers! 21 separate selling aids—including merchandising plan book, retail sales guide, newspaper mats, 24-sheet posters, display materials, radio and TV spots, movie trailers, motion displays, guarantee certificates.

NORGE ... the value-line of home appliances!

DIVISION OF BORG-WARNER . MERCHANDISE MART, CHICAGO 54

new Norge Time-Line Dryer into second exciting month





Lift lid of Norge Time-Line Automatic Washer during spin cycle: spinning stops. Close lid and spinning is resumed. Yet lifting lid any other time does not affect Norge's efficient fill, wash or rinse actions.

EXCLUSIVE! New Safety Spin

EXCLUSIVE! 4-way Selective Drying



Heat+Air+Tumbling

Safe, low heat (maximum of 140°). 150 CFM of air from Norge's 21" fan!



Tumbling + Air
For drying plastic and other materials that can't stand heat.



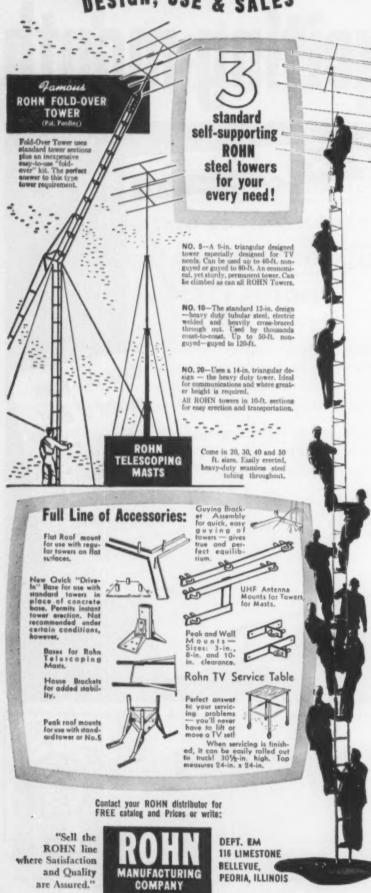
Heat+Air
To dry loosely-woven
wools or stuffed toys without shrinkage.



Fan-Blown Air Only
For super-gentle drying of
delicate, lacy fibers and
bulky pillows.

Only ROHN TOWERS

ARE PROVED IN CONSTRUCTION, DESIGN, USE & SALES



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8 -

A distributor in Derbyville (Louisville) says that color isn't the problem with the public. "Color won't have any effect this season, but UHF definitely will," the sales manager says.

Cake's Out. Cake promotions which used to catch the eye of everybody and his little sister in past seasons, just weren't used this vear. The only dealer (of many who were asked) who used it, tried it in Columbus. In the past, many of the smaller towns have used it with great success. The trend this season seemed to be use of smaller promotions that could be started with brief preparation, and could be changed quickly to another brand.

TV In, Records Out. Louis N. Bowman, the publisher of a small town newspaper, recently ran a small box in his paper with a news item that may be more significant than seems on first inspection. Here is what the editor wrote in a recent issue: "Juke box music has priced itself clear

out of the market, so far as Deshler's Cafe is concerned. Rather than try to get a dime a record for canned music, they have pulled the juke box out by its roots and replaced it with a new 21-in. Philco television, which operates for free.'

TV's Arm Gets Bigger. Many dealers will have a banner TV year, thinks H. C. Crawford, president of the Radiart Corp. of Cleveland, and he attributes it to the growing desire on the part of set owners to be able to "reach out" and pick their stations.

'When TV was younger, many video fans were content with indoor aerials," Crawford explains. "But the trend is toward outdoor aerials as viewers learn how much clearer reception is thereby made possible."

Crawford estimates that only about 10 percent of outdoor aerials in the nation today are equipped with rotors, but judging from current demand, he forecasts that the proportion will be up to 25 percent by the fall.

The South



By AMASA B. WINDHAM

Business now at normal pace . . . Home freezer and water heater sales above par . . . Hot weather affects volume

As of Sept. 1, appliance business in the South had not dropped off enough to live up to the "mild recespredicted by experts some time But it still was considerably below the booming figures of April and May. The best description, at this stage of the year, probably is that business is "normal"

Home freezers and electric water heaters seem to be the two items on which sales are still better than average in most sections of the South. The sale of air-conditioning units and television sets has slowed perceptibly. Refrigerators, laundry equipment and dishwashers are still at or above average, while electric ranges, electric

housewares and radio are on the minus side. Such items as disposal units, dehumidifiers and power tools are considerably under par. That's the general picture as this report goes into the

typewriter.

The villain, if any, in the picture seems to be the weather. He twirls his mustaches, sneers—and 100 degree heat descends on the fair-haired Miss Deep South like a load of hot ashes. Salesmen can't-or won't-go out in such a climate to save the gal and pay off the mortgage, while the hero, Mr. Buying Public, is just too hot to take matters in his own hands. Meanwhile, the goateed old colonel and his family eat supper out in the back yard from the home freezer (good sales) and the refrigerator (pretty good sales) while avoiding the range (poor sales) as much as possible.

Steady Climb Expected. Both retailers and wholesalers expect a steady climb in business from now until the year's end. Employment, savings and income are still at a peak down here and there is no reason at all why 1953 shouldn't wind up as the best sales

year in history.

On a slow trip through the Carolinas the past month, this reporter found business just about as described. Asheville dealers were selling refrigerators, home freezers and water heaters at a good clip but found other white goods slow. Because of the mountain breezes, air-conditioning has never been any great shakes in this section but one enterprising dealer was making headway through the use of a rental plan.

In Charlotte, wringer washers were the big sales item with automatics not too far behind. Refrigerators were described as "fairly good", as were home freezers. In Raleigh and Columbia, (Continued on page 14)

are Assured.







SMASH HITS AT TRADE SHOWS COAST-TO-COAST!



Model 755 The Celebrity 229.95

The great, all-new Ampro line has rated raves from consumers, dealers, distributors everywhere. Features like the Electronic Eye Recording Level Indicator . . . Automatic Selection Locator . . . Electro-Magnetic "Piano Key" Controls . . . combined with dramatic styling, mark this line your line for today's market! See these models, and hear them! Ampro achieves fidelity of tone that retains all the depth and splendor of the original performance. Every musical shading, every delicate nuance is reproduced with matchless realism! Call your Ampro distributor today to see how Ampro's liberal advertising and sales promotional program can spark your sales volume!



Model 731-R The Champion 129.75



Famous For The Finest

Advertised in LIFE, POST, HOLIDAY

AMPRO TAPE RECORDERS

Ampro Corporation

EM-10-53

2835 N. Western Avenue, Chicago 18, Illinois

Gentlemen: Please send me the name of my Ampro Tape Recorder Distributor.

NAME_

COMPANY_

CITY

STATE

Keep All Your Profits!

NO PRICE CUTTING COMPETITION

with the amazing new Bell portable



Yes, only Bell gives you profit protection with its revolutionary new Portable Sewing Machine. There's no competition because it's the only all American made sewing machine with so many expensive features and retails for just \$69.95. Bell's limited franchise assures full markup on every sale.

The Bell Portable, a round bobbin lock-stitch sewing machine, is the truly portable portable. It comes in an attractive, simulated leather traveling case that serves as its own work surface and complete with its 14 attachments and extra accessories weighs less than 10 pounds. The Bell Portable will sew anything anywhere.

Bell is winning consumer acceptance with its national advertising program in leading women's magazines. Plus lots of sales aids for you and a free newspaper mat ad service. Write, phone or wire today for more information.





Made in America by American craftsmen with a written Lifetime Guarantee

Here's REAL portability -

Vanity-size carrying case serves as a sewing surface

Bell Portable Sewing Machine Corporation 114 Liberty Street • New York 6. New York

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 12 -

washing machines also led the sales parade but electric range sales were considerably below normal.

Florida wasn't anywhere near its boom sales figures for the first six months of the year but a Miami dealer described his business as "just about as expected during July and August." He reported television and air-conditioning unit sales as "satisfactory". Another Miami contact said home freezers and water heaters were still best sellers but pointed out that his sales of washing machines were off last year's pace for the third straight month.

Alabama Sales Off. In Alabama, sales were estimated to be under July and August sales for last year. Birmingham dealers struggled mightily to make up the deficit. Sears-Roebuck led the way with a two-day slash in appliance prices which was immediately countered by a dozen other dealers. Competition is at its fiercest in the Magic City. On the other hand, business in Mobile was termed "still pretty good", with refrigerators and home freezers in the van.

The sale of electric water heaters in

The sale of electric water heaters in mid-Tennessee kept up with the pace of last season. Distributors pointed out that Chattanooga, Nashville and Knoxville all had a good month in heaters and the sales graph was expected to remain steady for the rest of the year. Only in Memphis were water heaters off considerably. The Bluff City did well with refrigerators

and home freezers but both TV and air-conditioning sales tumbled sharply.

A Shreveport source said that dealers in the area which combines parts of Arkansas, Louisiana and Texas had hung up an exceptionally good record for the year, with both automatic and conventional washers setting new records. Refrigerator, air-conditioning and television sales also were at a peak out there and electric ranges were showing a definite improvement.

Home freezer sales were called "at a level rate" in both New Orleans and north Louisiana, but New Orleans dealers were undergoing a slump in television volume. Air conditioning sales were reported as "fair".

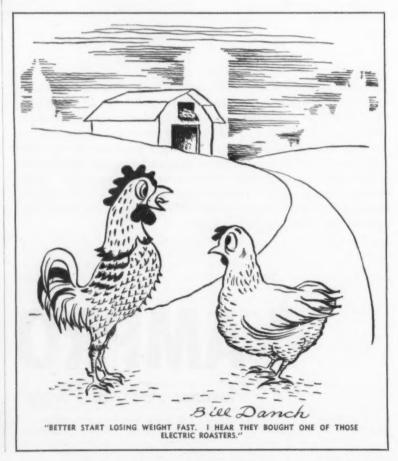
Business Improvement Expected. One of the South's oldest and largest distributors—in Atlanta—was asked to sum up the outlook for the final quarter of the year. He said: "I look for pretty good business in all three months, and there is even a possibility of a boom, depending on changes in the housing situation.

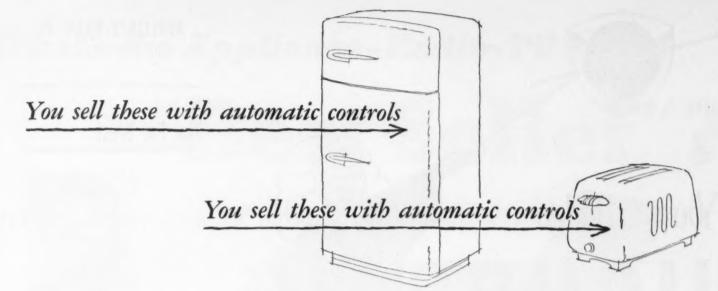
"I haven't seen anything that would

"I haven't seen anything that would make me believe people are suddenly going to stop buying appliances, just as there are no indications of scarcities nor of over-production. I think the appliance business is perhaps in better shape right now, despite admitted shortcomings, thn it ever has been."

Countless dealers all over the South, as well as this observer, will go along with that.

(Continued on page 16)





Why not gas heaters?

The convenience of automatic controls has helped sell millions of refrigerators, toasters, dryers and other appliances.

But what about gas heaters? Today most people are "automatic heat" conscious. So think of the potential existing for alert dealers who promote models with automatic controls—like the fine Honeywell Controls shown here.

Here's why automatic Honeywell Controls can be a *major* selling feature for gas heaters! Prospects are *easier to sell* when they learn how Honeywell self-contained thermostats *automatically* keep temperatures at the desired setting. And they're *more* satisfied after the sale when they experience the wonderful convenience and comfort Honeywell Controls make possible.

Honeywell-equipped gas heaters also give you an important competitive advantage, for Honeywell is the name all prospects quickly associate with the finest in temperature controls. See for yourself—next time you order gas heaters, ask your manufacturer or distributor to ship heaters equipped with Honeywell Controls!

Honeywell Controls can also be purchased separately to fit any manual gas space heater models you may have in stock. Just call your regular supplier or one of Honeywell's 104 offices, located in key cities from coast to coast. For descriptive literature, mail coupon below.



V5151-New Modusnap automatic gas valve

Automatically combines "on-off" and modulating firing to provide more accurate temperature control! Prevents overheating in mild weather, and eliminates excessive on-off firing to conserve fuel. This

new dual-action thermostat-valve, when used with the C585 Honeywell Pilotstat, offers 100% safety control and manual shut-off. Suitable for all gases and most any type heater.



V5163 Modulating Thermostatic Gas Valve

Automatically keeps room temperatures at desired setting by modulating flow of gas from full volume to pre-set minimum flame. Safety pilot provides 100% shut-off if pilot fails.



V5140 Modulating Thermostatic Gas Valve

For application on manually controlled gas heaters already equipped with 100% safety shut-off.

Honeywell



First in Controls

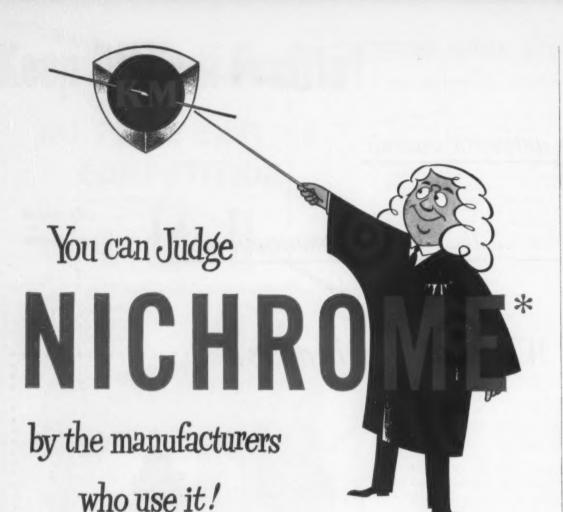
MINNEAPOLIS-HONEYWELL REGULATOR CO. Dept. EM-10-154, Minneapolis 8, Minnesota

Gentlemen

Send me literature on your V5151, V5163 and V5140 Thermostatic Gas Valves.

Name

City_____Zone___State_____



Says Knapp-Monarch: "For over 25 years, we have used Nichrome almost exclusively for heating elements"

The nationally known trademark KM represents outstanding appliances, built with a background of designing and manufacturing skills that assures fulfillment of the Knapp-Monarch motto: "Better Products for Better Living.

And Knapp-Monarch provides utmost dependability in its electrically heated items by employing heating elements made of Nichrome-the superlative heat- and corrosion-resistant alloy that has become the standard of quality thruout the world.

Says KM's engineering department: "Our long experience with Nichrome wire has taught us to respect its conformance with the published data representing the characteristics. This, together with the uniformity of the wire in production lots, has resulted in successful field records of appliances manufactured by Knapp-Monarch Company for over 25 years—during which time we have used Nichrome almost exclusively."

Yes, Nichrome is a real plus value-assuring the top-level performance that wins consumer preference and retains customer satisfaction. You'll clinch many a sale by being able to tell prospects: "Heating elements are made of Nichrome-the world-famous alloy that's the very heart of good appliances everywhere."



KM FIN RADIATION HEATERheats room up to 12'x 15'. Heat at fin is over 900° F. Three settings. Silent Fan.



KM CHEFSTER - permits entire oner to be prepared at buffet dining table. Complete range of temperatures automatically controlled.

Nichrome* is produced only by

Driver - Harris Company

HARRISON. NEW

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE AND ELECTRONIC ALLOYS IN THE WORLD.

"T. M. Rog. U. S. Pat. Off.

nichrome

PICTURE

APPLIANCE-RADIO-TV

CONTINUED FROM PAGE 14

The Far West



By HOWARD J. EMERSON

Labor day sales spurts don't develop, but dealers still expect a good fall ... Retailers change their buying habits . . . Credit gets tighter and tighter . . . October best TV month

THE spurt in sales that appliance-TV dealers witnessed early in August was welcomed on arrival, but it turned out to be a disappointment to those who considered it a harbinger of frose who considered it a narbinger of further spurts normally expected around Labor Day. But most people in the industry here still believe that the fall will be a good season. Many do not expect the fourth quarter to equal the same period of 1952 because the ending of credit controls last fall gave considerable impetus to sales.

Pre-Jahor Day efforts to build sales

Pre-Labor Day efforts to build sales volume took many forms, with long trades and package deals highlighting most promotional activities. One of the most successful of the promotions was the idea of Graybar's Central Pacific District HQ in SF. This distributor's dealers have been able to offer a \$65 Hotpoint table model ironer free to the purchaser of a Hot-point automatic washer or dryer. Graybar picked up the tab for part of the ironer. Backed up by heavy co-op advertising, this promotion worked well in certain localities, particularly Palo Alto, Sacramento, Salt Lake City and Boise. Graybar reports that in one out of ten sales, dealers sold up the customer to the \$214 Hotpoint ironer, giving full \$65 allowance for the table model.

Cagey Buying. Talks with many medium and smaller size dealers recently indicate that they may be able to realize a little higher net profit on the same volume through changes in buying habits. These dealers are buying more favorably than for many years. Accepting at long last the fact

(Continued on page 26)

What's the Appliance-Radio-TV

"Best Seller"?



ELECTRICAL MERCHANDISING

The dealers' choice year after year

A MCGRAW-HILL PUBLICATION

330 West 42nd Street, New York 36, N.Y.

SERVING THE APPLIANCE-RADIO-TV INDUSTRY

THE ONLY COMP



Webcor "Holiday" Model 1024

The new 3-speed automatic "Holiday" gives more true fidelity through its excellent amplifier and powerful speaker. In forest green or burgundy fabric. U. L. approved. \$89.50.



Webcor "Maestro" Model 1034

3-speed portable in newly designed, elegant "new-look" case. Features a bass reflex cabinet for fuller, richer tones. Perfect for long playing recards. In burgundy or forest green. U. L. approved. \$59.50.



Webcor "Lark" Model 1035

The "Lark" comes in burgundy or forest green "new-look" fabric. Light and sturdy. Plays all sizes of records in excellent tone quality. One knob volume and tone control. U. L. approved. \$39.95.



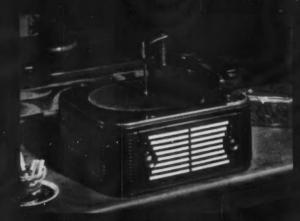
Webcor "Midge" Model 1036

Here's the world's tiniest 3-speed manual fanograf. Excellent tone; easy to operate. Sturdy. Weighs only 8½ lbs. It's covered in the Webcor "new-look" burgundy or forest green and tan tweed fabric. U. L. approved. \$29.95.



Webcor "Authentic" Model 129

The "Authentic" provides both brilliant tone and a fine furniture pie'ce. Plays 3 sizes of records automatically. Has a 4-tube omplifier and 8" speaker. In Khaya mahogany, \$168.50 or antique fruitwood, \$178.50. U. L. approved.



Webcor "Jubilee" Model 123

We

wit

15

Plays all 3 speeds automatically. Gives excellent tone reproduction through its superb 3-tube amplifier and 5" pm speaker. Styled to blend with any decor. In forest green or burgundy. U. L. approved. \$69.50.

PLETE LINE IN lebcor

Spectacular Design - Phenomenal Performance



The most spectacular of all high-fidelity fonografs, the Webcor Musicale provides the most discriminating listener with "live" performance. THREE speakers deluge the room

with Stereofonic sound. Uniform response of from 50 ta 15,000 cycles is the result of careful balancing of all com-

ponents. A General Electric wide range magnetic cartridge and a powerful 5-watt amplifier with a pre-amplifier combine to provide unsurpassed realism. Available in rich, natural ribbon stripe mahogany, \$149.50 or blonde Korina, \$159.50. U. L. approved.

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THE INDUSTRY



Webcor "2010" Tape Recorder

Records 2 hours on one reel of tape. One knob controls record, rewind, playback. Includes a 6 speaker plus powerful amplifier (70-7500 cps). Two speeds. Burgundy tweed fabric. \$207.50. U. L. approved.



Webcor "Catalina" Model 127-HF

The "127" features the "126" diskchanger spring mounted on a base pan. Plugs into phono jack of radio, TV or custom amplifier. In russet-cream or burgundy, \$61.50, U. L. approved.



Webcor "121-270" Diskchanger

A 3-speed diskchanger for the High-Fidelity enthusiast. Identical to the 121 except the Bolanced Tone Armincludes a General Electric triple play, wide range cartridge. In forest green or burgundy, \$51.75.



Webcor "288" Wire Recorder

World's finest high-fidelity wire recorder. Features a removable take-up drum for over one hour of recording. Also elapsed time indicator, automatic stops. Sturdy carrying case. \$157.50. U. L. approved.



Webcor "Decorator" Model 122

The "Decorator" features the 121 diskchanger springmounted on base pan. Includes phono plug for plug-in to open phono jack of radio, TV, or amplifier. In forest green or burgundy. \$53.75. U. L. approved.



Webcor "126-HF" Diskchanger

An automatic 3-speed diskchanger with famous "pushoff" changing. For custom high-fidelity installations. With crystal cartridge, \$55.50. Model "126-27HF" equipped for plug-in of special cartridge, \$50.50.

the quality high fidelity line ... with consumer demand



High-Fidelity is not new to Webcor, for Webster-Chicago diskchangers have been the heart of the very first custom high-fidelity installations. Webcor electronic and acoustic engineers are the pioneers of high-fidelity reproduction. Their experience and craftsmanship is what gives each and every unit in the complete Webcor line the quality that is known and respected everywhere.



But quality is only half the Webcor story. The second half is the all-important consumer demand. Just as no other line has quality that can compare with Webcor—no other line in the entire industry has anywhere near the consumer demand and acceptance that goes with every product bearing the now-famous Webcor name.

Consistent, national advertising, integrated to the most extensive local sales promotion and merchandising program, guarantees the continuous adding of prospects for the all-inclusive Webcor line.



Look carefully at all of the units inside this page. See how exclusive Webcor styling, applying the dynamics of color, creates sales-appealing products. Then call your nearest Webcor distributor. He can tell you how profitable the Webcor line can be for you—now!

NOW is the time to get with Webcor and learn why WEBCOR MEANS MORE THAN EVER BEFORE

PRINTED IN U.S. A

A-4900

"... More than 6,000 of our employees are now participating..."



MELVIN H. BAKER

Chairman of the Board, National Gypsum Company

"The Payroll Savings Plan for Bonds provides a convenient and profitable way for America's wage earners to save. Millions of Payroll Savers have become proud owners of homes purchased with Bonds bought this way. It also helps our national government with its problems of managing the public debt. We in National Gypsum urge the stimulation of the Payroll Savings Plan and are proud to report that more than 6,000 of our employees are now participating."

Here's another success story of a person-to-person canvass:

In the Wahoo (Nebraska) ordnance plant of the National Gypsum Company, employee participation in the Payroll Savings Plan was a very low 1.73%.

In September of last year, with the whole-hearted encouragement of top management, the 3,000 employees of Gypsum's Ordnance Plant organized to conduct a person-to-person canvass to put a Payroll Savings Application Blank in the hands of every employee.

90% of the employees signed up in the opening days of the campaign. By September 12th, employee participation was 93.7%. On October 2nd, participation was almost 97%—and still going up.

To quote from National Gypsum's printed report of the Payroll Savings campaign:

• "Did we use fancy charts! Did we use advertisements? Did we have long-winded meetings. Did we

give prizes for production? The answer is No! We put the proposition squarely to the people, and we reported to the people once a week in bulletin form to let them know where they stood in relation to other departments as well as to the plant total. Once the spirit of competition and teamwork caught fire, once it became a matter of personal pride; a successful conclusion was only a matter of time and effort."

Justifiably proud of its sponsorship of the Payroll Savings Plan and the 97% enrollment of its employees, National Gypsum Company prepared a very interesting folder, "Bombs and Bonds for National Defense. The Savings Bond Program of the National Gypsum Company." Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D.C., will be glad to send you a copy. Read how easy it is to build your Payroll Plan to 90% or more participation.

The United States Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.



"... More than 6,000 of our employees are now participating..."



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"HERE'S THE WAR HEAD"

...that will power the EASY AUTOMATIC sales drive throughout the nation!



Here's the fighting weepen that will help profitminded dealers to score big sales victories over their competition everywhere.

the exclusive Easy Spiralator, known and accepted by over two million women (plus the entire washing machine industry too) as the most efficient washing action ever invented. And the new Easy Spiralator Automatic is the only Automatic in the world that has it!

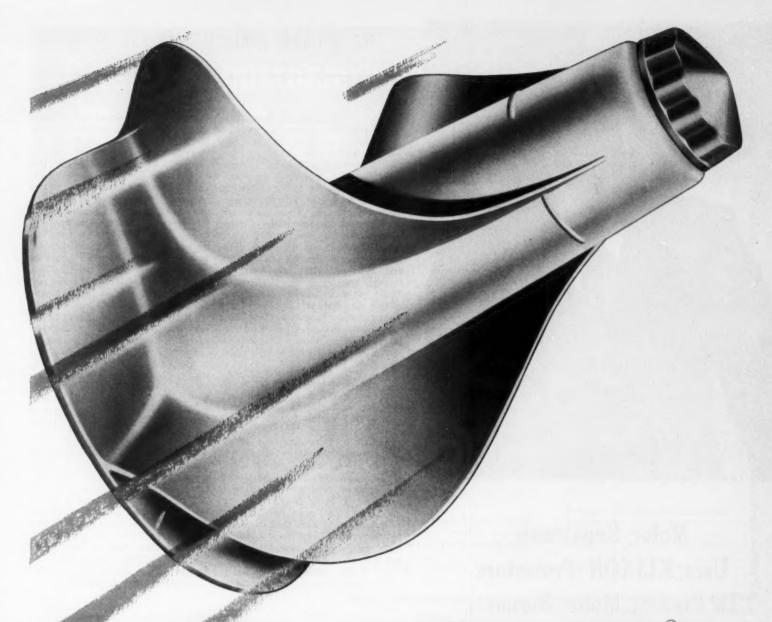
Cash in on the great sales potential offered by these two multion guaranteed prospects. They are women who already know what a wonderful washing action the Easy Spiralator is —because they own an Easy right now!

If you haven't already had the complete Easy story, get full facts from your Easy representative now! His story is an eye-opener and a sales closer! Easy Washing Machine Corp., Syracuse 1, N. Y.

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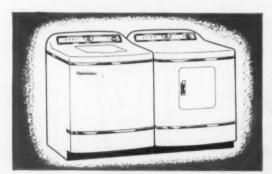
STARTS WITH 2,000,000

GUARANTEED PROSPECTS!



Only EASY has the SPIRALATOR®!

Only Easy has the famous Spiralator washing action, with its curved vanes that travel clothes in a constant one-way spiral path. The Spiralator, unlike ordinary agitator-type actions, washes all the clothes in parts of the tub. No loafing at the top. No overscrubbing at the bottom. Spiralator washing action is thorough, gentle and efficient -without excessive wear, tear or tangling.



SEE EASY'S "MATCHED PAIR"

An all-new Easy Dryer to team up with the all-new Easy Automatic! Easy's Dual Controls let you dry the way you want! Automatic Timer Diai assures exact drying time. Twin-Temp Switch gives exact right heat for any fabric. Exclusive Clean-out Reminder Buzzer. Cycle-end Bell. Interior light. Ozone Lamp makes clothes smell "meadow fresh." Gas or electric models.

PLUS MASTER-MIND

ANOTHER EASY FIRST! Two separate and completely automatic washing cycles—one for REGULAR FABRICS another for FINE FABRICS like nylon, orlon, dacron, etc. And you can skip, repeat, lengthen or shorten any part of either washing cycle at any time. Combined with Easy's Positive Fill, it gives true "walkaway" washdays!





ONLY EASY GIVES YOU ALL 3



-ALL WITH Spiralator WASHING ACTION!



Motor Repairman Uses KLIXON Protectors To Prevent Motor Burnouts

READING, PA.: Samuel Augustine, owner of the Augustine Motor Repair Shop, is long familiar with the performance of KLIXON Inherent Overheat Protectors.

"After operating a motor repair shop for the past 23 years, I've definitely found that Spencer Thermostat's Klixon Protectors prevent motor burnouts."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts



The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

SPENCER THERMOSTAT

Division of Metals & Controls Corporation

2510 FOREST STREET, ATTLEBORO, MASS.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 16 -

that they must operate their businesses in a market that is based on specials, long trades, packages, compromise, and concession and other practices that cut into their established markup, these dealers are looking to their buying practices as the means of getting the extra margin to put into or give away with the sale. These dealers are stocking minimum inventories of those goods which they must buy at estab-lished discount, and filling out with both the deals offered by distributors and by deals which they procure through pressure on the distributors.

Many of these smaller dealers are finding out what key accounts and department stores have known for many, many years-that in a period of full supply the distributors listen carefully and often react favorably to a good offer.

Credit Worsening. It is practically impossible to talk with any dealer out here for more than a few minutes without the subject turning to the availability of credit. Since the report published in the news section of this publication in the August issue, conditions on the West Coast have become much more serious. One dealer in Sacramento reports that 7 out of 9 contracts are being turned down by the banks. Like many other dealers he is maintaining semblance of volume by using one of the appliance manufacturer sponsored finance companies. But even that way out may not last, some dealers believe. The heavy burden being thrown on those finance

companies by the reluctance of banks to take the dealer's paper will strain resources eventually, at least start them leaning toward the practices of the banks of accepting only gilt edge paper. One dealer says that he went through a trying experience one day recently. He attended a breakfast sales meeting where a manufacturer's fall promotional campaign was outlined. This dealer was given to understand that a 10 percent increase in his sales of white goods would be expected during the promotion. That afternoon he was visited by the representative of the finance company owned by the same manufacturer. After explaining that the finance company couldn't take all the contracts that the dealer had to offer, the finance company representative said, "... the trouble with you is that you're selling too much. Better reorganize your set-up to operate on a smaller volume." That evening the dealer asked his teen age daughter the exact phrasing of the popular expression about "crazy, mixed up little boy."

Strike Hurts Oakland. Business in the Oakland-East Bay area suffered seriously during August because of a transit strike. A survey by a local newspaper showed that sales volume in the downtown Oakland stores had dropped off 40 percent, with the small stores suffering more than the department stores. Because the strike stopped all trains across the Bay Bridge, sales in downtown San Fran(Continued on page 34)



Give your customers top value at all prices!

A review years-ahead

ALL-CHANNEL AND VHF



Medel 7276CB-UHF—for your customer who wants the absolute finest! Superbly crafted full-door limed oak cabinet houses a 27-inch aluminised spherical picture tube, powered by the famous Arvin Super Custom Chassis, with one-knob all-channel tuning built in to receive all 82 UHF and VHF channels. \$699.95.

4 screen sizes 21 cabinet styles 40 models \$17995 to \$69995*

Sell ALL these advantages!

Most makes of television will feature some of the newest improvements. Most well-informed prospects will want them ALL! The Super Custom models of Arvin Years-Ahead TV give you ALL FIVE most-wanted advancements:

1 Built-in one-knob all-channel tuning... Arvin pioneered it, now vastly improves it for finest reception of all 82 VHF and UHF channels! UHF and VHF antennas built in.

2 Arvin's Automatic Electronic Stabilizer prevents picture flop-over, checks all types of interferenceassures a rock-steady picture that "stays put."

3 Arvin's Robot Compensator adjusts automatically for strong or weak station signals, maintains contrast as your customers want it.

4 Maximum picture power...Arvin's 18,000 volts, with aluminized picture tube, give a sharper, more brilliant picture—never gray or fuzzy.

5 Arvin's new High Fidelity Interlace assures finest picture detail, noisefree sound—gives "front row" realism to every television event.

Radio and Television Division, Arvin INDUSTRIES. Inc., Columbus, Indiana

*All priors Zone I. Include federal excise tax and picture tobe warranty



Medel 9240CM—another supreme Arvin achievement for the top-quality trade, with 24-inch aluminized spherical picture tube and a world of surplus power in its Arvin Super Custom Chassis. The cabinet is imported mahogany veneer. With one-knob all-channel tuning built in, \$499.95. Straight VHF, \$449.95.



Model 9210CM—Stunningly beautiful in rich hand-rubbed mahogany with two-thirds doors. 21-inch cylindrical aluminized picture tube with plenty of power provided by the Arvin Super Custom Chassis. Today's top value in a two-thirds door console. With all-channel tuning, \$449.95. Straight VHF, \$399.95.



Model 81797M.—This is a natural traffic-builder, an amazing value! 17-inch glare-proof picture tube; the sensational Arvin Dual Power Jet Chassis; a truly beautiful cabinet in mahogany finish Marlite. Table or consolette base to match at low extra cost. With all-channel tuning \$229.95. Straight VHF, \$179.95.

Nationally advertised to millions of readers

Completely NEW, sensationally different.

ITS THE MEW

more beauty!
more comfort!

MORE
LEG
ROOM

\$13⁹⁵

Other models, for stand-up ironing, \$8.95 and \$9.95. the BIGGEST NEWS in ironing tables!

MET.L.

more strength! wore colorful!

Now, more than ever, the BIG NAME in ironing tables is MET-L-TOP!

G. P. & F., the originator of the all-metal ironing table, brings you an entirely new look in ironing tables!

Strikingly new, glamourously modern color combination . . . to catch the buyer's eye.

A radically different design that allows plenty of room for knees and legs, is safe and easy to adjust, and still provides a strong, sturdy, steady ironing surface.

PLUS the famous MET-L-TOP double top... two sheets of steel pressed together to form a smooth, ventilated working surface that can't sag, buckle, bend or dip!

Contact your Jobber NOW, or write direct!

G.P.a.F.

Guaranteed by Good Housekeeping

ELECTRICAL MERCHANDISING-OCTOBER, 1953

PAGE 29



4 Powerful Reasons Why CHEVROLET ADVANCE- TRUCKS

work harder . . . work longer . . . work for less!

MORE POWER AT LOWER COST!

You can look forward to sizeable savings on gasoline with Chevrolet trucks on the job. In heavy-duty models, the advanced Loadmaster engine with new high-compression ratio of 7.1 to 1 delivers more power than ever—and does it on less fuel! In light- and medium-duty models, Chevrolet's Thriftmaster engine combines top-notch performance, with rock-bottom operating cost.

TAILORED TO YOUR JOB!

Of course you want a truck that fits the requirements of your particular job. And you get just that when you buy a Chevrolet truck! You get the right power... the right chassis units from tires to transmission. Chevrolet trucks are factory-matched to do your work at lowest cost!

RUGGED AND RELIABLE!

These great 1953 Chevrolet Advance-Design trucks are built stronger to stay on your job longer! Frames, for example, are sturdier and more rigid. And you'll find extra strength in other vital places, too. The result is a truck that gives you extra miles and months of low-maintenance operation . . . a truck you can depend on day in and day out!

LOWEST PRICED LINE!

You start saving money the moment you buy a Chevrolet truck. For, in addition to all its other advantages, Chevrolet is America's lowest priced truck line! Why not start saving now! Your Chevrolet dealer will be happy to give you all the facts and figures. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINESthe Loadmaster or the Thriftmaster-to give you greater power per gallon, lower cost per load. POWER-JET CARBURETORfor smooth, quick acceleration response. DIAPHRAGM SPRING CLUTCH - for easy. action engagement. SYNCHRO-MESH TRANSMISSION - for fast, smooth shifting. HYPOID REAR AXLE-for dependability and long life. TORQUE-ACTION BRAKES-on light-duty and medium-duty models and on front of heavy-duty models. TWIN-ACTION REAR BRAKES—on heavy-duty models. DUAL-SHOE PARKING BRAKE-for greater holding ability on heavy-duty models. CAB SEAT-with double deck springs for complete riding comfort. VENTIPANES-for improved cab ventilation. WIDE-BASE WHEELS - for increased tire mileage. BALL-GEAR STEERING - for easier handling. UNIT-DESIGNED BODIESfor greater load protection. ADVANCE-DESIGN STYLING-for increased comfort and modern appearance.





The Most Imitated Fan Line in America

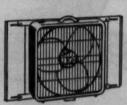
a complete line... combination portable-window fans



Model 1252









More Quality Features !

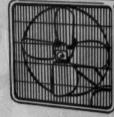


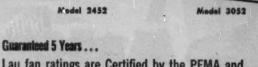




Medel 2254









Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



2005 Home Avenue . Dayton 7, Ohio Write for catalogs and full information.





CLEAN'S

EUREKA DIVISION, EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILLINOIS

ELECTRICAL MERCHANDISING-OCTOBER, 1953

THE

LEADER ..

Now!

tall Coupon

TYPE OF BUSINESS.

PAGE 33



24-HOUR SALESMAN...

the 'yellow pages' of the telephone directory

Here's the salesman you've dreamed about . . . one who is always ready to work around the clock!

Your local Classified is on duty at all hours of the day and night . . . whenever a prospective customer

looks for information. And surveys prove that 9 out of 10 people do look in the 'yellow pages' before they buy.

Put the 'yellow pages' to work selling for you—today!



For further information, call the Classified Directory Representative at your local telephone business office.



APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 26 -

cisco showed a loss of more than 10 percent which represented the traffic normally expected from East Bay residents.

One of the most interesting promotions to come to northern California in a long time is "Operation Switch". Everyone of the 65,000 users of LPG in the territory of utility PG&E received 3 testimonials from former LPG users who have switched to electric cooking. Business reply cards were attached, asking the recipient to change to electric cooking and to name the electric range she was most interested in. The replies were turned over to dealers on an allocation basis for follow-up.

Appliance salesmen in the El Paso, Tex., area are being assisted in their work by a weekly live TV show presentation of the goods they sell. Each week a different brand of appliance is displayed by its distributor on the sales floor of utility El Paso Electric Co., and on that week it is demonstrated to the area's TV viewers on the utility's show on KTSM-TV.

Hi, Hi Fi. Bantering such words as tweeter, feedback, intermodulation distortion, stereofonic sound and acoustic lenses, the Appliance Merchandisers Association in Phoenix has scheduled hi fi to share the limelight with TV at its fourth annual TV Exposition this fall. "A Hi Fi Boom is coming", Wm. H. Johnson Jr., new manager of the AMA, told members.

But hi fi is still an unsettled picture for the average dealer. While introduction of high fidelity systems by most of the radio-TV manufacturers will put the retailer in a selling spot for the new market, he is still stymied in attempts to get far with custom jobs. One large radio-TV dealer with a service department staffed with technicians competent to handle any hi fi installation says that it can not install and service on labor charges alone and most prospects refuse to pay more for the hi fi units than they can get them for at the local radio "wholesaler".

TV by Months. When do you sell TV? A breakdown of set sales by months for a four year period in the Los Angeles market area shows that each year the dealers sell 22 percent of their TV during September and October. For the past three years, October has been the biggest month, accounting for about 12 percent of the year's volume. The last four months of the year bring the dealers 42 percent of their sales. In that four year period in which the area experienced all variety of factors including the effect of the Korean incident, shortages, overstocks, model mixups, price cutting, advent of a trade-in market, the monthly pattern remained almost constant. Sales in January, February and March stayed very close to the December level. April, May, June, and July were the slack months, with April of each year being the lowest month for sales.

—End

hallicrafters 20th Anniversary TV and Radio ushers in a New Dimension in Performance

A difference your customers will see and buy!



The Hallicrafters line this year is new—all new! Here are features never before seen in ANY television set—and every set is a VALUE leader, priced to give you a fair profit. No loss leaders—not a one!

Further, you can show a *complete* line—outstanding value in every price class—without carrying heavy, profitless inventories. This year it's Hallicrafters that leads the way in performance and in *sales!*

Just check these features!

Powertronic Chassis - 40% more picture power gives sharper whites, deeper, richer blacks, plus all the photo-perfect greys in between. Here is a depth and realism that is truly a new dimension in TV picture quality -a difference your customers can see . . will BUY!

Easy-Angle Tuning—Entire tuning panel is tilted back to provide an easy natural angle. Here's an outstanding design feature that your customers can SEE—that you can SELL . . . that they will BUY!

Hallitronic Picture Guard-Filters out interference-automatically! Automatic Gain Control - Keeps signal strength constant when tuning from station to station.

3-Stage Local-Distance Centrol— Customizes set to location with relation to broadcasting station.

Aluminized Tubes—In all door console models at no premium in price!

Hallicrafters Dust Seal-The only effective seal on the market that keeps dust off of picture tube.

Built-in All Channel Tuner—One Knob Tunes Both. All models available in both UHF and UHF/VHF versions.

ASK YOUR DISTRIBUTOR TO TELL YOU THE HALLICRAFTERS STORY—SEE THE DIFFERENCE!
... SELL THE DIFFERENCE!

Ask about the "Coffee and" promotion too—it's for you and your salesmen!

Model 21K2008. Modern blond console with Hallicrafters exclusive "Easy-Angle" tuning. Reflection-free tilt screen. Illuminated "Easy-Angle" tuning dial. Hallitronic Picture Guard. Automatic Gain Control. Tone Control. 3-stage "Local-Distance" control. Dust-sealed picture. Built-in antenna. Model 21K201B with Built-in all channel UHF/VHF tuner.

Model TW-1000 World-Wide Portable. Hallicrafters Deluxe World-Wide 8-Band portable. Superior Standard Broadcast covers 540-1600 kc plus Short-Wave bands from 1.8 to 18.2 Mcs. spread into six tuning ranges. The only portable radio with the long-wave Special Beacon Band covering 180-400 kc that receives marine and aircraft homing signals. Silver and gold metal finish trim completes distinctive navy blue leatherette covered cabinet. Full-view overseas dial. World-Wide short-wave time map. Red signal shows band in use. Bands 1 through 7 show green when Beacon Band is operating. Three antennas assure matchless reception, telescoping whip, built-in loop, and "Skyrider" attachable antenna, plus provision for attaching external antenna. Simplified controls include Dynamic Turret Tuner providing the ultimate in sensitivity, tone control switches, on-off volume, and tuning. 117 V. AC-DC or battery. Size 17" x 103/4" x 71/2" deep.

HALLICRAFTERS RADIOS FOR '54 REFLECT 20 YEARS
EXPERIENCE WITH PRECISION COMMUNICATIONS ELECTRONICS



Now climaxed in the World's Finest Portable

the 8-Band WORLD-WIDE Model TW-1000

hallicrafters

World's Leading Exclusive Manufacturer of Communications and High Fidelity Equipment, Radio and Television

> 4401 West Fifth Avenue, Chicago 24, Illinois Hallicrafters Ltd., 51 Camden Street, Toronto, Canada

RETAILING DAILY calls it



Here's how you can get a

PARAGON elec-Trivet

without charge!

T'S the kind of a deal you've been waiting for. To acquaint you with Paragon's newest sensation — the "Elec-Trivet" (\$4.95 retail) — we offer for a limited time only, one (1) Elec-Trivet absolutely without additional cost when you order 6 "de-frost-its" at your regular wholesale price. And, you'll also receive a free salesmaker promotion kit . . . specially designed to make "de-frost-it" sales easier than ever before.

YOU MUST ACT FAST!

Write, phone or wire your order today... this offer expires midnight, November 30, 1953. Limit: one deal to a customer.



"de-frost-it" 90
Only \$995 complete with cord and plug

"de-frost-it" 80 Only \$795



@ 1953

PARAGON ELECTRIC COMPANY

TWO RIVERS, WISCONSIN

ECONOMIC CURRENTS

Consumers Will Have Less to Spend

By the McGraw-Hill Department of Economics

BUSINESS in general is still humming in the United States. Industrial production has stayed close to its postwar peak, except for the usual summer letdown for vacations. Consumers are getting record incomes—and spending them. And more people share the nation's income, too. Unemployment has been down around its record peacetime low for months, and the number of people working is also setting records.

Income, employment, and sales are expected to stay high through the rest of the year. As a result, the economic statistics for 1953 will be, as a group, the best the nation has ever had. But the overall figures for the year will hide a number of facts that don't quite jibe with talk about new records—as appliance dealers well know. Sales of appliances have been good, but still disappointing to many people. Appliances certainly have not been setting any records, although they are expected to do pretty well for the balance of the year.

GENTLE DOWNGRADE

The statistics for 1953 will also hide another fact that is important to businessmen-the fact that business is leveling off, and is likely to begin slipping gently downward from now The main reasons for expecting a slide—lower spending by government and business, plus an easing in de-mand for new homes—were discussed in last month's Economic Currents. Most observers still don't expect the slide to develop into anything really serious, by past standards of declines in business. But any dip that leads to lower incomes for consumers obviously means a tougher outlook for sales of appliances and other consumer durable goods.

In addition to the general dip expected in the economy, there are a number of developments of special interest to appliance dealers. By and large, these reinforce the outlook for a tougher selling experience next year.

One development is the cut in income taxes that takes place next January 1. Taxes will drop by about \$3 billion on an annual basis—and that means consumers will have more money to spend, even if their incomes before taxes do drop slightly.

NOT MUCH TAX SAVING

However, this tax cut is not going to generate as much business as some people have thought. One reason is that, while the government is returning this income with one hand, it's going to grab part of it right back with the other. Social Security taxes go up at the same time that income taxes go down. They will jump from 11% of the first \$3,600 of personal income to 2%. That does not sound like much—just one-half of one percent but it amounts to more than \$1 billion. And it means that the tax cut coming next January will really only amount to a bit less than \$2 billion, instead of \$3 billion.

Furthermore, some of the best customers for appliances won't be getting any tax cut at all, after they pay their Social Security taxes. People who get less than about \$4,000 a year will pay more in added Social Security taxes than they will get back from the regular tax collector if they are married and have two children. And these people have been buying a lot of appliances in the past few years of prosperity.

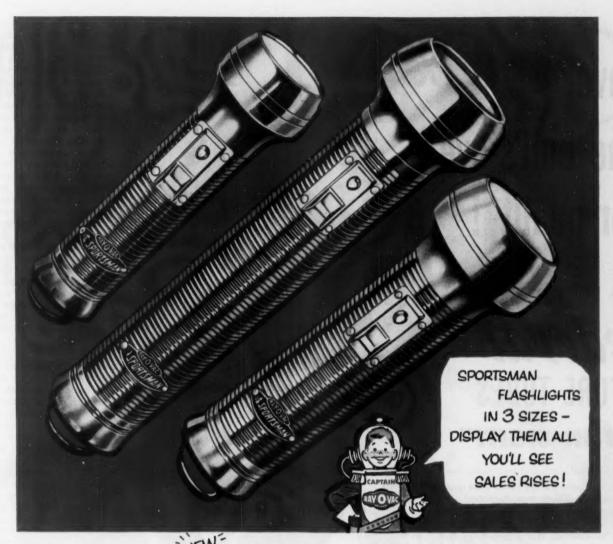
So tax changes will actually make worse customers, not better ones, of a substantial part of the population next year. On the other hand, they will give people in the middle and higher income brackets more money after taxes, and they may spend some of it for appliances. Close to half the families in the United States have incomes of more than \$4,000 a year.

FEWER FARMER CUSTOMERS

The decline in farm income is another factor that will affect appliance (Continued on page 38)



"ARGUMENTS? WE HAVEN'T HAD A CONVERSATION SINCE HE BOUGHT THE SET."



Ray-O-Vacs, SPORTSMAN flashlights



Ray-O-Vac tells your customers about the Sportsman flashlights in ads like this running in national magazines.

This ad appears in Saturday Evening Post, October 31; Progressive Farmer, November; Collier's, October 16; Country Gentleman, November; Farm Journal, October; Farm & Ranch and Southern Agriculturist, October.

SPORTSMAN flashlights are the perfect companions for the outdoor man. Whether the S22F two-cell, the

S32F three-cell, or the S21F junior size, these sturdy ring-clipped flash-lights can be depended on in any weather. Mounted on display card or available in small individual cartons. And of course they use famous Ray-O-Vac LEAK PROOF Brand flashlight batteries—the only batteries fully scaled in steel.

RAY-O-VAC COMPANY

Madison, Wisconsin . Ray-O-Vac, Canada, Ltd., Winnipeg, Manitoba

Economic Currents

CONTINUED FROM PAGE 36-

over 99%*
hit the bull's-eye
for quality!

Federal
PICTURE TUBES
"BEST-IN-SIGHT"

Thousands of famous-name picture tubes were qualitytested by a famous-name TV set manufacturer.* When the scoring was over, Federal led all the brands tested . . . with an "OK" on over 99% of its tubes!

Here's proof, Mr. Serviceman, that it pays to replace with Federal...here's assurance of top performance... of less time wasted, on call-backs... of more profit per tube replaced!

Federal quality brings to servicemen a tremendous opportunity to create customer-goodwill...to build steady replacement business.

Federal quality stands by servicemen, because it stands up in service... backs up their years of experience and know-how ... their trained judgment. That's one of many big reasons why more and more servicemen are specifying Federal "Best-in-Sight" picture tubes.

Join the trend today... ask your Federal Distributor about the popular-size line that takes care of over 90% of all TV replacements...! For information, write to Dept. N-3133.

"Federal always has made better tubes"



100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Pederal Electric Manufacturing Company, Ltd., Montreal, P. Q. Expert Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



Get Your Copy of Federal's TV Picture Tube DATA BOOK

12-page booklet with information on interchangeability, basing diagrams, bulb outlines, dimensions, characteristics. Address your inquiry to Dept. listed above.



sales in some rural areas. Prices of farm products have fallen sharply in the past year (12% between July, 1952 and this July) and farmers' incomes are down accordingly. They will probably have about 10% less money from their farming operations over the year as a whole. One of the results is likely to be reduced sales of electric appliances to farmers.

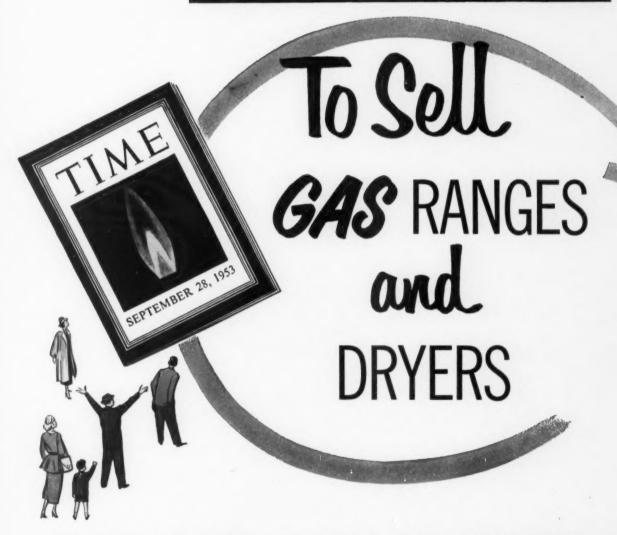
Appliance sales may continue to be a problem in rural farm areas for several years, if the current expectations about farm income are borne out. With a number of basic crops headed for federal production controls (to cut output) in the next year or two, and with prices expected to show further weakness in 1954, it may be several years before farmers again are able to spend on the scale of the past few years. They won't be out of the market; farm income is not expected to drop very much farther. But they will be living with their belts tightened somewhat more than they have been.

HEAVY DEBT LOAD

Trends in consumer credit are another sign of tougher sales in the future. Installment credit is no longer increasing at the pellmell pace of the last half of 1952 and first half of 1953. This may indicate that consumers are finding it harder to carry big increases in debt. That would not be surprising, considering the tremendous heights consumer credit has now reached. The experts still can't agree on whether Americans owe too much installment debt. Past experience with this kind of debt is too limited to show "how much is too much." But the amount of installment credit owed by consumers will probably be around \$22.8 billion by the end of this year, which is about five times what it was at the end of 1939. Consumers' incomes will be only about three and one-half times as large as they were in 1939-which implies that the burden of debt is getting pretty heavy. And if consumers have a harder time increasing their debt in the next year or two, appliance sales will feel the effect. Sales on credit have accounted for an increasingly important share of the appliance business in recent years.

One aspect of the credit picture may turn out to be favorable to appliance dealers, however. That's the effect of competition from automobiles. They are also heavily financed with borrowed money. Automobile sales have been so heavy this year that they have cornered a large share of the bor-rowed money available for financing consumer durable goods, and cash car purchases have also squeezed consumers' ability to buy other goods. But automobile sales are expected to be markedly lower in 1954—even the auto companies seem to think so. And that means consumers may be able to earmark a larger part of their income, or their borrowing power, for appliances. But it may take some hard selling to make them do it.

HOW CALORIC USES TIME.



TO THE "CREAM" OF YOUR GAS APPLIANCE MARKET

only gas does so many things...so well!

caloric stove corporation, topton, pennsylvania

THIS FOUR COLOR SPREAD APPEARS IN

TI

and only caloric does so much with gas!



Only modern gas cooking combines instant, low-cost heat and truly flexible cooking speeds with completely automatic features. It's the cleanest, coolest, most efficient cooking ever.

And only gas provides the faster, fluffier, work-free drying so desirable in an automatic clothes dryer.

For the ultimate in performance from modern gas appliances, see the complete Caloric line—America's easiest ranges to keep clean and the exciting new Caloric dryer. They're in better stores everywhere.





Ultramatic Caloric

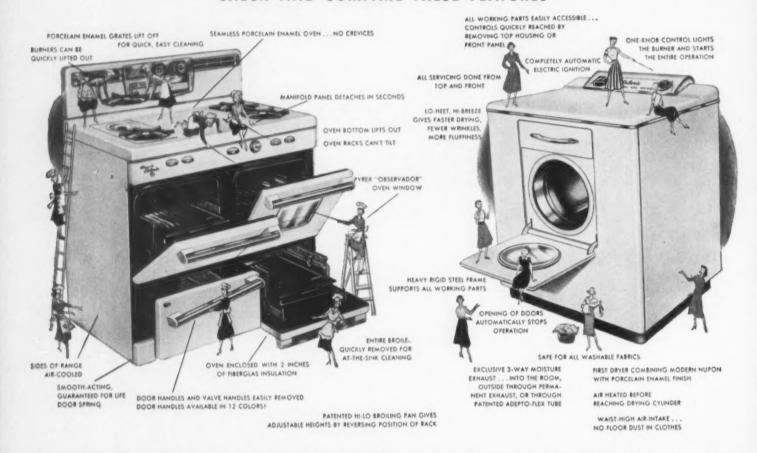
CALORIC GAS RANGES AND DRYERS!

The Caloric dealer is getting the advantage of the heaviest concentration of advertising in the entire gas industry! The ad you just saw on the reverse page is a good example of Caloric selling merchandise for YOU!

And Caloric's new merchandising and point of sale program brings all of its promotional plans right to the store level... where sales are made. Every single display is designed to sell more dryers and ranges easier and faster!

What's more, Caloric sells direct from the factory to you! Fifty-two warehouses assure you of fast delivery, no parts problem! And remember—there's only ONE Caloric Price Policy—always the same for every dealer!

CHECK AND COMPARE THESE FEATURES



Have You Inquired How Television Cooking Star Dione Lucas Can Sell For You?

MAIL COUPON TO CALORIC STOVE CORPORATION
Topton, Pa.

I am interested in the Caloric line of gas ranges and dryers. Would you please have one of your salesmen contact me______, or send me complete information on Caloric ranges and dryers_____.

ADDRESS

CLIP AND MAIL THIS COUPON!

GET ALL THE FACTS ON

Caloric

CALORIC STOVE CORPORATION TOPTON, PA.



HOW TO BRING MORE CUSTOMERS INTO YOUR STORE



Advertise with

Screen Broadcast SPOT MOVIES in your local theatres



MAKE LOCAL THEATRE CROWDS
YOUR CUSTOMERS

REACH YOUR BEST CUSTOMERS. For a fraction of what it costs to print and mail circulars, you can advertise in your local theatres with expertly prepared, live-action talking motion pictures IN FULL COLOR. These sell-packed movie shorts demonstrate the time and labor saving advantages of electrical appliances . . . emphasize their convenience and importance in today's home. SPOT MOVIES reach your best prospects . . . the people who live in your trade area. No other form of advertising is so intense . . . gets such concentrated attention. The last 1/3 of each film features your business name and address on the giant screen, and your persuasive spoken sales message.

TWO TYPES OF SERVICE ARE AVAILABLE:

First: "The Screen Broadcast" Appliance Campaign, a series of hard selling, beautifully produced films, designed to help the sales of any appliance dealer.

Second: Manufacturers' specific films. Many leading appliance manufacturers think so well of the movie medium they have had a special series of films produced featuring their products. If you are an approved dealer for any of the following companies, we can serve you with the manufacturer's specific films:

Apex Washers Chambers Ranges Crosley Deepfreeze Estate Stoves Frigidaire

General Electric Hoover Hotpoint I. H. Refrig. Kelvinator Leonard Magic Chef Maytag Norge Philco Refrig. Speed Queen Washers Westinghouse

Mail Coupon Today for Free Information

The Screen Breadcast Companies
Motion Picture
Advertising Service Co., Inc.
1032 Carondelet St., New Orleans, La

United Film Service, Inc. 2449 Charlotte St., Kansas City, Mo.

Members of Movie Advertising Bureau

CANADIAN DISTRIBUTOR: AD FILMS, LTD., TORONTO

UNITED FILM SERVICE, INC. or	MOTION PICTURE ADV. SVC. CO., INC.	-
Dept. FD10	Dept. ED10	
2449 Charlotte St., Kansas City 8, Me.	1032 Carondelet St., New Orleans 1, La.	
Please send me, FREE, your	r illustrated	
folder that tells how I can	get more customers by advertising in	the mo
Firm	,	
rirm		***********
Address	· · · · · · · · · · · · · · · · · · ·	

Zone State.....

Neighborhood News

PRESENTED BY

Family Circle

MAGAZINE



Nationwide Survey Reveals:

72% OF CUSTOMERS LIVE WITHIN 1½ MILES OF APPLIANCE STORE

Family Circle's continuing national study among neighborhood appliance dealers reveals startling facts concerning the concentration of customers around these stores.

In city after city, Family Circle's research specialists have taken the addresses of dealers' most recent customers from the actual sales checks and spotted them on a map of the cities. The results show an average of 72% of the customers live within 1½ miles of the appliance store. Also, as pointed out elsewhere on this page, the studies indicate 75% of the Family Circle readers live within this important 1½ mile area.

These two important facts are proof for appliance dealers everywhere that appliance advertising in Family Circle magazine reaches the families who live in the neighborhood where the majority of their appliance sales are made. 4,000,000 supermarket-shopping families read Family Circle every month. Appliance dealers agree that these people are among their best sales prospects and customers. No wonder so many appliance manufacturers are scheduling advertising in Family Circle.

Are You Making The Most Of The Customer Concentration Around Your Store?

Detroit appliance dealer, Bill Barris, sold 55 extra units and increased his sales by \$15,000 in two weeks! He staged a direct-mail promotion among the families living within 1½ miles of his store. Do you have a success story like this—based on customer concentration. Will you write us about it? If you're planning a similar promotion, we'll gladly give you details on the Detroit story. Write: Promotion Mgr., Family Circle, 25 W. 45th Street, New York 36, N.Y.

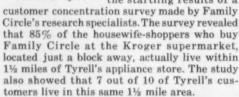
Peoria Dealer Finds Family Circle Readers Live in His Best Sales Area

Survey Shows 85% of Supermarket's Family Circle Buyers Live Within 1½ Miles of His Store

PEORIA, ILL. Mr. Joseph Strickler, experienced appliance manager of Tyrell's Modern Home Improvements, 1808 Knoxville Ave., has always

been aware that a supermarket is a most desirable neighbor for an appliance store—that a supermarket brings greater traffic than any other store in the neighborhood.

However, Mr. Strickler was amazed when he saw the startling results of a



After reviewing these facts, Mr. Strickler was quick to see what the surprising concentration



Kroger Supermarket where Family Circle is sold.

It's a major traffic-builder for Tyrell's

Modern Home Improvements.

BLACKSTONE, WEST BEND JOIN NINE APPLIANCE ADVERTISERS IN NOVEMBER FAMILY CIRCLE

Blackstone Corp. and West Bend Aluminum, new advertisers, and nine other appliance manufacturers are using Family Circle's November issue to build their dealers' Christmas sales. National advertisers in addition to these two, are Cory Corp., Speed Queen Corp., Gerrity-Michigan Corp., Aluminum Cooking Utensil (Wear-Ever), and Wagner, Inc. Advertisers using sectional editions of Family Circle are American Gas Assn., Enterprise Foundry, Club Aluminum, and John Oster Mfg. Co.

of Family Circle reader-families in his immediate neighborhood really means to him. It proved that appliance advertising in Family Circle reaches families in his best-customer area.

This is not just an isolated case, for on a national basis, Family Circle's continuing sur-



William Keely, of Tyrell's, demonstrates

vey shows 3 out of 4 Family Circle supermarket-shopping families live within 1½ miles of a neighborhood appliance store. The intensive concentration of Family Circle readerfamilies around appliance stores is a major reason so many appliance manufacturers schedule advertising campaigns in Family Circle, America's fastest-growing, big, national magazine. Tie-in with this advertising by ordering Family Circle's free display cards.

Family Circle Is Sold in All These Grocery Chains and Supermarkets Exclusively:

ALBER

AMERICAN (Incl: Acmo, Asco, Danahy-Faxon, Giant

Tiger, Nu-W

BUTT (HEB Stores)

DIXIE HOME (Incl: Lawer Main Super Markets)

FIRST NATIONAL (Incl: Finast)

GRAND UNION

JEWEL

KROGER

RED OWL

AFEWAY

WINN AND LOVETT (Incl: Kwik Chek, Margaret Ann, Lovett, Steiden, Table Supply)

Family Circle displays will build customer traffic for your appliance store

Family Circle's buying house-wives shop in your neighborhood supermarket. These women are appliance-minded—their big interest is keeping house for their families and they're looking for new appliances to make their work easier. Get these prospects into your store with Family Circle's free display cards in your windows—show them you have the appliances they see advertised in Family Circle.

FREE

DISPLAY
CARDS
FOR
COUNTERS
AND
WINDOWS

ndising Dopt.

Family Circle, 25 W. 45th St. New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from Nov. Family Circle:

Address

City.

	ren.
Blackstone Washers	. cor
Cory Automatic Coffee Brewer	
Gerity Michigan Dishmaster	
Speed Queen Washers	
Wagner Cast Iron Skillet	
☐ Wear-Ever Aluminum	
West Bend Aluminum	
American Gas Assn., (O'Keefe & Merritt ranges)	

ME WE MAIL COUPON EARLY! SUPPLIES LIMITED!









"Blackstone's best customer-prospects are housewives—doing their family laundry, in their own homes. Family Circle gives Blackstone 4,000,000 housewives, actively engaged in homemaking and constantly shopping for new, work-saving appliances.

Concentrated around thousands of neighborhood appliance stores, these Family Circle housewives are ready-made customers for Blackstone dealers."

JAMES E. PETERS, ADVERTISING MGR. BLACKSTONE CORP.

4,000,000 housewife-shoppers will see this Cory Automatic Coffee Brewer in their November Family Circle. These women—whose thoughts center on better family meals—will think in terms of better family coffee when they read this Cory advertisement.



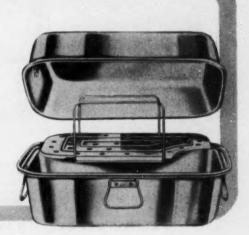








Wear-Ever features kitchen equipment in the November Family Circle knowing the interest Family Circle's 4,000,000 housewifeshoppers have in utensils that will help them prepare better foods for their family Holiday dinners.



Family Circle Readers Are Ideal Prospects For Appliances

Family Circle's 4,000,000 reader-families are appliance-buying families. Here's why: 59% own their own homes; 68% have one or more children; their average annual income is over 20% higher than the national average. These families are concentrated in the immediate neighborhoods around tens of thousands of appliance stores—they're your mass market for appliance sales.

FREE

DISPLAY
CARDS
FOR
COUNTERS
AND
WINDOWS

Merchandising Dept. Family Circle, 25 W. 45th S New York 36, N.Y.

Please send me the following free display cards with appliance advertisements from Nov. Family Circle:

	Blackstone Washers
	Cory Automatic Coffee Brewer
ŧ.	Gerity Michigan Dishmaster
	Speed Queen Washers
	☐ Wagner Cast Iron Skillet
,	☐ Woor-Ever Aluminum
-	☐ West Bend Aluminum
8	American Gas Assn., (O'Keefe & Merritt ranges)
1	Enterprise Ranges
	Club Aluminum
	Osterizer

MAIL COUPON EARLY! SUPPLIES LIMITED!

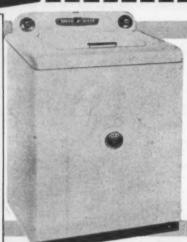
No. of coards

Tamily Circle

The coards





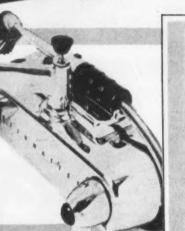


For more than three years, Speed Queen has advertised in Family Circle to reach a known market of appliance prospects—4,000,000 housewife-shoppers, buying new equipment for their home laundries.

Sin

DISHMASTER

Gerity-Michigan knows Family
Circle takes its advertising to
a prime customer-prospect audience of
4,000,000 housewives, "doing the family dishes"
in their own kitchens—looking for equipment that
will help them wash dishes faster and more easily.







West Bend advertises kitchenware in Family Circle to reach a market of known food-buying, food-preparing

housewives—
4,000,000 strong,
concentrated in the
best sales area around
neighborhood dealers
across the nation.



Wagner, knowing the interest Family Circle's housewifeshoppers have in giving their families better foods, advertises in Family Circle to reach this audience so rich in sales potential.



Appliance advertisers using sectional editions of Family Circle AMERICAN GAS ASSN. advertises O'Keefe & Merritt ranges in Family Circle editions sold in all Safeway stores in Cal., Northwest, and Mountain regions.

CLUB ALUMINUM PRODUCTS COM-PANY advertises in Family Circle sold in all Kroger supermarkets. ENTERPRISE RANGES are advertised in Family Circle sold in all Safeway supermarkets in Canada. JOHN OSTER MFG. CO. advertises Osterizers in Family Circle editions sold in all Safeway stores in California, Northwest, and Midwest regions.

FAMILY CIRCLE - NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES



tofore known as Prentiss Wabers Products Co.

STEP-UP and

HERE'S THE ONE TO PROMOTE!

ADVERTISE ...

LOW PRICE

to bring them in . . . only

in most areas

ADVERTISE ...

NO INSTALLATION

simply attach hose to any convenient water faucet.

ADVERTISE ...



it's a big, full-size automatic washer, yet occupies a floor space of only 241/4" x 243/4".

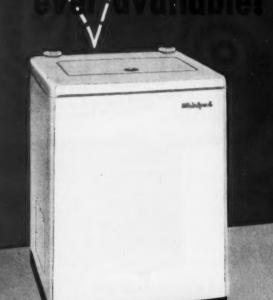
a great convenience for those with limited space. Roll it out ... roll it to work space ... then, roll it away for storage.

Whirlpool Standard

PROFIT with

the greatest
"MERCHANDISING LINE"

--of automatic washers



Then, for those who want the best, step-up for HIGH profit to the

Whirlpool Supreme

. . . the fully-automatic washer with today's greatest features in home laundering . . . there's nothing like it anywhere!

For MORE profit, step-up to the

Whirlpool Deluxe

... the lowest-priced fully-automatic washer with space-saving design and big performance features! Remember . . . there's a matching Whirlpool Automatic Dryer (gas or electric) for each Whirlpool Automatic Washer.

WHIRLPOOL CORPORATION St. Joseph, Michigan Clyde, Ohio • LaPorte, Indiana IN CANADA: John Inglis, Ltd., Toronte, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS



ELEVISION-RADIO

PAY MILLAND

in "Meet Mr. McNutley" on G-E Comedy Theatre

WEEK

NETWORK

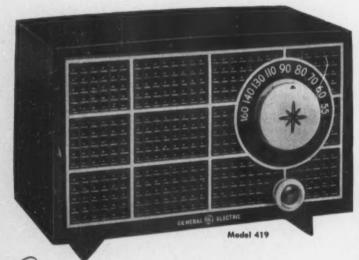
CBS RADIO NETWORK

The General Electric Comedy Theatre, starring Ray Milland, pre-sells G-E Radios and G-E TV to millions. Twice weekly. Watch! Listen! Cash in by featuring General Electric's completely new, complete radio line.

NEW G-E PRICE LEADERS .. AT NEW LOW PRICES!

• General Electric's new Radio linefeaturing the hottest new models on the market-brings you Ray Milland in two terrific half-hour shows every week to jam your store with customers for G-E Radios. The program: "Meet Mr. Mc-Nutley," a hilarious situation comedy. The forecast: the most outstanding network television and radio promotion ever given a radio line. On the air over CBS networks-TV and Radio.

General Electric Company, Radio & TV Department, Electronics Park, Syracuse, New York



You can put your confidence in_

Radio's hottest sales winner!

• Lowest price in 10 years! Famous General Electric features. Full-sized G-E Dynapower Speaker for fine tone. Built-in G-E Beam-a-scope antenna for top reception. Smart, com-pact cabinet in rich brown plastic with golden trim. Priced for fast sales—for

Prices subject to change



Radio's fastest seller...

Newest Model—Lowest price in 5 years!

• Famous G-E Clock-Radio . . . America's best selling radio by far . . . at the lowest price in 5 years. Wakes you to music—reminds you of appointments—turns on favorite programs—all automatically. Ivory cabinet—ideal for every room.

GENERA



ELECTRIC



with Republic Steel Kitchens

PLANNED, BUILT, AND PRE-SOLD BY
ONE OF THE WORLD'S LEADING STEEL COMPANIES

ALL-NEW LINE—Earlier this year, Republic Steel promised dealers a brilliant opportunity selling the world's most modern kitchens. Here was a new line. A top line. Complete. Solid. Substantial. Real quality. Real value. Merchandise that everyone liked on sight. The first allnew line the trade had seen in years.

COMPETITIVELY PRICED. It had a price tag that was unbelievable. This first-class line was priced right down to competitive levels. Quality merchandise at an attractive price. That's sales opportunity!

NATIONALLY ADVERTISED. Now, your opportunity is even greater than it was a few months ago. This "new big name in kitchens" is catching on fast. Newspaper ads have sold it to millions. This fall, big full-color national magazine advertisements are pre-selling millions more!

SOUND PROMOTIONS. Another PLUS! Republic's "Big Bonus Buy" is a sound sensible kitchen promotion you can live with. Top dealer margins and real deluxe value all the way. Get the facts. Cash in on opportunity. Ask your distributor. Republic Steel Corporation, Berger Manufacturing Division, Canton 5, Ohio.



	Avenue, Canton 5, Ohio me facts about this sales of	opportunity.
Name		Title
Firm		
Address		
City	Zone	State
	□ Dealer	☐ Distributor

To build greater consumer demand for your brand and

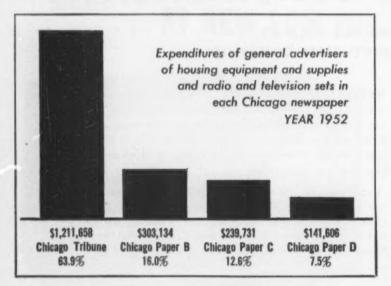
THE TRIBUNE IS YOUR ON BOTH SIDES OF

Your advertising starts more action on both sides of the counter in Chicago when you place it in the Chicago Tribune.

It starts more buying action because it reaches Chicago's largest audience of consumers thru the medium from which, more than any other, they are accustomed to buy. It starts more selling action by retailers because they know that it pays to push merchandise that is pre-sold thru the Tribune.

Selling power the year around

You know the ability of newspapers to deliver results when you



want to get quick acceptance of a new idea, product or brand or when you want to meet a special competitive situation. This same selling power can keep your sales going strong all year long. And in Chicago, the newspaper that packs the greatest selling power is the Chicago Tribune.

No other medium reaching this multi-billion dollar market gives people so many ready-to-use buying ideas. No other medium can equal the Tribune's standing with consumers as a buying guide. Read by hundreds of thousands more families than any other Chicago newspaper reaches, it is the medium best able to help you build volume sales and a strong consumer franchise for your brand.

How Tribune selling power is appraised by manufacturers and distributors and their advertising agencies is made plain by the chart. Last year, the Tribune led every newspaper in the United States in general advertising of housing equipment and supplies.

Fitted to your specific situation

You make the most of the Tribune's proven ability to sell more in Chicago when you design your advertising program with the help of a Tribune consumer-franchise plan. Individually fitted to your sales problems in this market, a consumer-franchise plan will help you make efficient use of every dollar you spend for advertising

A Tribune representative will be glad to show you case histories of the consumer-franchise plan in action. Why not get in touch with him today?

THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES

New York City A. W. Dreier E. P. Struhsacker 1333 Tribune Tower 220 E. 42nd St. REPRESENTATIVES SUperior 7-0100 MUrray Hill 2-3033

San Francisco W. E. Bates Fitzpatrick & Chambe Penobscat Bidg. 155 Montgomery St. WOodward 2-8422 GArfield 1-7946 MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC. Los Angeles Fitzpatrick & Chamberlin 1127 Wilshire Blvd. Michigan 0259

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO

a stronger market position with dealers, remember-

BEST SELLING MEDIUM DEALERS' COUNTERS!

Leading Advertisers in the Chicago Tribune in 1952

General Advertisers of Housing Equipment & Supplies and Radio and Television Sets Spending \$5,000 or more in the Chicago Tribune in 1952

> Marathon Corp. Motorola, Inc.

Admiral Corp. Alexander Smith, Inc. Anchor Hocking Glass Corp. Bird & Son. Inc. Chatham Mfg. Co. Chicago Faucet Co. H. D. Conkey & Co. Crosley Division, Avco Mfg. Corp. Noblitt-Sparks Industries, Inc. E. I. DuPont de Nemours & Co., Inc. Norge Division, Borg-Warner Corp. Easy Washing Machine Corp. Emerson Radio & Phonograph Corp. Radio Corp. of America Frigidaire Division, General Motors Raytheon Mfg. Co. General Electric Co. B. F. Goodrich Co. Haggard & Marcusson Co. Hallicrafters Co. Hoover Co. Hotpoint Inc., Division, General Electric Co. Interchemical Corp. Division, Standard Coated Products International Harvester Co. Kelvinator Division, Nash-Kelvinator Corp. Kentile, Inc. Landers, Frary & Clark James Lees & Sons Co. Lindsay Co.

Nashville Coal Co., Inc. National Carbon Co., Division, Union Carbide & Carbon Corp. National Plastic Products Co., Division, Dow Chemical Co. Philco Corp. Geo. D. Roper Corp. Scott Paper Co. Serta Associates, Inc. Servel, Inc. Sparks-Withington Co. Stromberg-Carlson Co. Thayer, Inc. Timken Silent Automatic Division, Timken-Detroit Axle Co. United Wallpaper, Inc. Weiman Co. Westinghouse Electric Corp. Youngstown Kitchens. Mullins Mfg. Co. Zenith Radio Corp.

4 reasons why you sell more when you use the Tribune



YOU REACH more prospects and the prospects who buy most of the appliances and other big ticket items sold in Chicago and suburbs.



YOU REACH consumers thru the m shop most for buying ideas when seeking buying information.



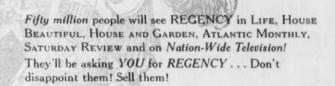
YOU GET stronger distribution because your adver-tising is geared to the sales work of dealers in their own neighborhood markets.



YOU GET more dealer support because you build the store traffic and brand preference that builds retail

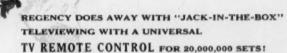
. WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

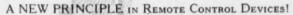
Sales talk is good, but... turning it on ... is better! Yes, turn on the KitchenAid Food Preparer and let "round the bowl" mixing talk for itself. Here's sales appeal that can be visualized quickly! Your customers will marvel at this exclusive mixing action—the single beater travels completely around the inside surface of the bowl, scraping as it travels-thoroughly mixing and blending all ingredients. It's easy to see there won't be any dead spots of partial mixing here! And KitchenAid has a convenient up-front mixing guide...a Pyrex brand mixing bowl...and Hobart built-in plus power to operate directly the wide range of practical attachments without expensive power adapters. Food Chopper KitchenAid Electric Housewares Division of The Hobart Manufacturing Co., Troy, Ohio Kitchen Aid
The Finest Made...by The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines Vegetable Slicer Can Opener OCTOBER, 1953-ELECTRICAL MERCHANDISING PAGE 54



NO MORE

constant up and down! viewing on the run!

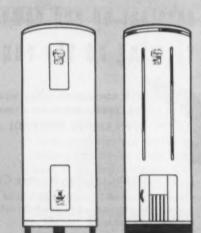




- It works on as much as 100 feet of cable (permits running cable around room periphery)!
- · Changes channels!
- · Sharpens Contrast!
- · Brightens the picture!
- Controls volume!
- · Adjusts the picture from where it is seen!

MODEL RT-700 \$69.95 LIST Sell the glass-lined water

proved in over 2



A.O. Smith

to help you sell

heater

million homes!

Permaglas

Exclusive Heetwall feature saves fuel, heats water faster, prevents "off-time" cool off! Glass-surfaced steel tank can't rust, won't crack, chip or check! Super-safe Gasapack controls! Many other features...plus the strongest, most consistent advertising and sales promotion support in the industry: leading publications, store displays, product literature, dealer identification, ad mats and miscellaneous promotions... makes selling Permaglas water heaters a profitable pleasure!

Write, now, for full particulars, Dept. EM-1053.

There's only one Permaglas and it's made by

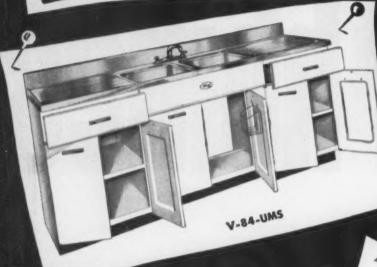
A.O.Smith



Permaglas-Heating Division, Kankakee, Illinois . Licensee in Canada: John Inglis Co., Ltd., Toronto

International Division: Milwaukee 1, Wisconsin

New Models Though Jabustine



STAINLESS STEEL SINKS priced like ordinary porcelain

Double Bowl Beauties

-each practically a complete kitchen in one unit!



competition with these



askfordata now!



Let Quality products make your big selling season the brightest in history



WRITE FOR FULL INFORMATION AND PRICE LISTS

John Oster Manufacturing Company Dept. 1110, Racine, Wisconsin

HURRY — send me full information and dealer price lists on Oster Stars today!

Name

Address

City

a Great Blanket Line...

UNIVERSAL brings you an exciting NEW LINE of Electric Blankets

color-styled by

Beatrice West

America's Foremost Color-Stylist chose four beautiful new decorator colors to blend with any bedroom scheme. Universal's 1953 Electric Blanket line brings you more value than ever... more beauty, more dependability, more salability. And it's the only line to offer a Two-Year Warranty for customer satisfaction!

THAN EVER \$3925 and up

Und... TO HELP YOU SELL.

Harmonizing Pastel Sheets and Pillowcases by CANNON

Give your customers bedroom color harmony at a special low price with each purchase of a Universal Electric Blanket... their choice of four colors in luxurious pastel percale. Nothing to stock—your customer just sends in the special offer certificate to Universal.



THE BUY OF THE YEAR - A tremendous color-harmony tie-in to double your

a Big Blanket Promotion!

UNIVERSAL brings you hard-hitting, Nation-Wide Advertising Support with the

Kate Smith TV HOUR



Millions of personal demonstration messages will be going into the homes of your customers. With America's greatest daytime show timed to boom your selling season, be ready when Kate Smith sends 'em in! Check with your distributor for date, time and station.



big Full-Color Ads in NATIONAL MAGAZINES

Month after month Universal will be backing you up, preselling with full-color ads in the top magazines.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Electric Blanket Sales!

DuMont Television

Dealer's Choice for Choice Profits "COMPLETE" COMPARISON" Features that Sell! * Finest UHF-VHF Reception



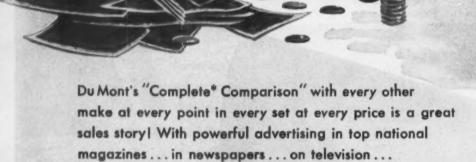
21-inch Du Mont Selfocus® tube, Traditional cabinet in mahogany or blond fin-ish. Optional 82-channel tuning, built-in antenna. Equipped with casters.

- * Finest Fringe Area Performance
- **Unsurpassed Clear-Picture Power**
- **Du Mont Selfocus† Picture Tube**
- **Truest Tone**
- **Custom-Crafted Cabinets**
- * More Quality Controls
- * Thriftier Ownership



Du Mont de Luxe BRISTOL

Swedish Modern cabinet in mahogany or limed oak finish. 21-inch Du Mont Selfocus⁹ tube. Optional 82-channel tun-ing. Built-in antenna. Equipped with



Du Mont is pre-selling your customers! And Du Mont gives you -

- New stronger sales features
- Right prices for every customer
- More attractive dealer discounts!

Optional Du Mont 82-Channel Tuning Most Sensitive in Television -Ideal for UHF-VHF Areas

A SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER TODAY!

All your customers can afford

Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the So

Trade Mark.



ever to press two or more keys at once—more time-saving! All ciphers print automatically—still more time saved! Operators like it—they do their work with so much less time and effort. Printed words cannot explain all the advantages of this "Live" Keyboard. You must see it to believe it. See

it today!

For demonstration phone nearest National office or National dealer

 Automatic Credit Balance Automatic space-up of tape when total prints . Large Answer Dials . Easy-touch Key Action • Full-Visible Keyboard, Automatic Ciphers · Rugged-Duty Construction.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO





* * * * * * * * * * * *



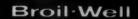


For a Sock Full of Profits this Christmas!

Dormeyer's going all out to dazzle the industry this December with the most sensational sales-smashing drive ever attempted. A big 2-page Ad (like this) will break in Dec. 6th Post!



Tie in... Cash in... with



Radiant "Infra-Red" broiler-rotisserie.
Broils, grills, roasts, barbecues. Automatic self-basting rotisserie. 3 heats.
5 tray levels. Guaranteed. \$54.95

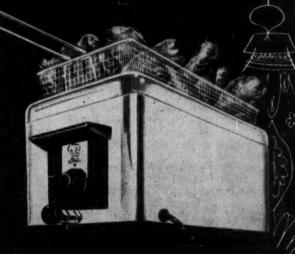
Toastmaker

Extra-Wide wells for rolls and mutfins, too. Fully automatic, Chek-lt Lever for different shades at same toasting. Guaranteed: \$ 95.



Electric Blankets

Maintains warmth you choose at the touch of a dial Latest shades and decorator colors. Guaranteed. Dual Control \$49.95. Single Control \$49.95



Fri-Well

Golden, delicious deep fries in minutes. Savory soups, stews and casseroles, too. Dormeyer's deluxe fri: Well is both an automatic deep fryer and electric cooker. Automatic thermostat assures perfect results every time. Drain-Away safety faucet speeds draining, cleaning. Guaranteed. \$295

DORMEYER

Americas buy word in better appliances!

DORMEYER CORPORATION . KINGSBURY AND HURON STREETS . CHICAGO 10. ILLINOIS . In Conodo Fox Agencies Limited, Port. Credit, Ontari

ALL DORMENTER APPLIANCES AND APPLICED A

FOR THE FIRST TIME A COMPLETE BENDIX-WASHABLE WARDROBE OF KNITTED DUPONT ORLON BY PRINCETON KNITTING MILLS!



LEADING CLOTHING MANUFACTURERS ADVISE ...

Wash and Dry it in a BENDX"

THIS TAG

is attached to these and other fine garments. It says that the manufacturer, who knows more about his fabric than anyone else, advises that it be washed and dried only in a Bendix, for best results.

TUMBLE-ACTION WASHER AND FLUFF 'N TUMBLE DRYER

Bendix Tumble-Action Principle Is Safer... And Here's Your Assurance!

When manufacturers of manmade fabric garments say, "Wash and dry it in a Bendix," that's the most powerful testimonial a washer and dryer can get.

Now you can tell prospects that all these famous manufacturers are attaching the Bendix-Washable label to their new fabulous fabric garments. Tell them that before now, tags like these read "wash by hand" or "dry clean only." Tell them that these new fabulous fabrics are now machinewashable because BENDIX makes washers and dryers that can do them safely!



Bendix Home Appliances

for outstanding service to the textile and apparel industries and to American homemakers by pioneering research in the automatic home launderability of man-made fabrics and for giving American women a better easier way of living.

Princeton Knitting Hills Inc

BENDIX WINS PRINCETON MILLS AWARD

Only the Bendix Tumble-Action Principle Is Recommended for New Princeton Orion Knit Fabrics!

- Princeton's fabulous new Orlon Knit Fabric is so versatile it can be used for every item in a wardrobe. Yet, thanks to the gentleness of Bendix Tumble-Action, it's machine-washable!
- Garments made of this new fabric may be tossed in a Bendix for washing and drying, and worn immediately. No ironing is needed. Every detail—even pleats—stays in, even after countless Bendix washings and dryings.

BENDIX HOME APPLIANCES

Div., AVCO Manufacturing Corp., Cincinnati 25, Ohio

Here comes the great NEW Companion

Heart-Saver Kitchen

Kitchen

... in full color in the October



ERE comes the latest version of one of the greatest Here comes the latest version of all time: the second kitchen appliance promotions of all time: the second COMPANION Heart-Saver Kitchen. Designed to cut down strain and fatigue in housework, it's COMPANION-decorated to stimulate kitchen remodeling . . . built to help you move more of your modern, work-saving kitchen and laundry appliances.

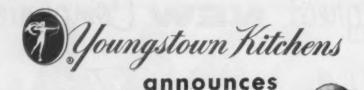
Our Second Heart-Saver Kitchen breaks with a full-color bang in the October Companion. And there's every reason to expect the same tremendous reception from doctors, educators, manufacturers and homemakers that made the first

kitchen a history-making, money-making, roaring success! Get set to sell. Get ready to profit. COMPANION merchandising moves merchandise. Write Equipment Merchandising Department for complete information.

What the COMPANION says goes for 41/2 million women.



THE CROWELL-COLLIER PUBLISHING COMPANY-640 FIFTH AVENUE, NEW YORK 19, N.Y.-PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE



New Ensemble Sinks



NEW Diana ensemble sink, 24inch model. Allows the addition of more features for any given space. Excellent for every size kitchen, large or small. Graceful lines flow unbroken through adjoining base cabinets in stainless steel back-splash and trim.

An entirely

Offer customers a choice to plan unlimited sink ensembles!

Customers can plan unlimited sink ensembles now possible with new Diana ensemble sinks and 16 Dianastyle Youngstown Kitchens base cabinets.

Now you can custom-plan kitchens to satisfy your customer's every request . . . personalized kitchens with features most wanted . . . planned and arranged for any woman's particular kitchen, her individual preference.

Wonderful new Diana-style Youngstown Kitchens offer new utility, new convenience. And Youngstown Kitchens Jet-Tower* Dishwasher and Food Waste Disposer make kitchens completely modern.

There's no kitchen too small! None too large! And thousands of homemakers—never before able to afford custom-made kitchens become live prospects! Dianastyle Youngstown Kitchens offer new built-in beauty at the economy of prefabricated steel kitchens, and they add a plus to the franchise you now have.

Get the complete story of this latest history-making, sales-breaking kitchen advance from your distributor today! Or write!

*Reg. U.S. Pat. Off.

Plan kitchens from countless possibilities!



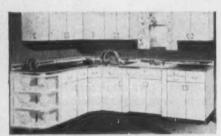








Even the smallest, most compact kitchen can now be planned from a wide range of choices. Here are just a few out of hundreds . . . even thousands . . . of possible combinations!



Diana ensemble sink, 36" wide, flanked by other Dianastyle units gives your kitchens custom-planned convenience.



Diene ensemble sink, 42" twin-bowl model, plus Diana-style base cabinets give plenty of storage space, work surfaces galore.



New built-in styling gives kitchens a rich custom-built look at the economy of mass-produced steel kitchens.



The smallest, most compact kitchen can be arranged with new planning flexibility, possible with Diana ensemble sink, 24" wide.





NEW Diana ensemble sink, 36-inch twin-bowl model. The first twin-bowl 36" cabinet sink. Double-terraced rims keep water from splashing over. Onepiece, acid-resisting porcelain-enameled steel top, as on all Diana ensemble sinks and Diana-style cabinet sinks.



NEW Diana ensemble sink, 42-inch twin-bowl model. Handsome yearsahead styling of Diana ensemble sinks gives new "built-in" beauty to Dianastyle Youngstown Kitchens. Large undersink storage space. Stainless steel back-splash matches base cabinet.

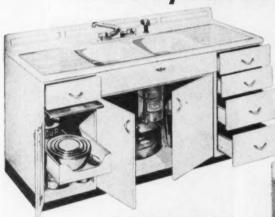


NEW Diana ensemble sink, 42-inch single bowl. Combines every desirable feature of a flat-rim sink with the advantages of porcelain-enameled drainboard. Curved, recessed knee space is beautifully trimmed with stainless steel. Easy-V handles, chrome-finished.

new concept in kitchen sinks

Diana-style CABINET SINKS

13 luxury models—packed with new appeal!



Diana-style Youngstown Kitchens 66" DeLuxe Cabinet Sink

You offer prospects complete utility and convenience with 13 luxury models of Diana-style Youngstown Kitchens Cabinet Sinks to choose from . . . in 4 widths.

Each Diana-style Cabinet Sink is now restyled . . . new in beauty, new in sales appeal.



Diana-style Youngstown Kitchens 42" Standard Cabinet Sink



Diana-style Youngstown Kitchens 48" DeLuxe Cabinet Sink





MULLINS MANUFACTURING CORPORATION . WARREN, OHIO

Sales Department, Youngstowr. Kitchens Mullins Manufacturing Corporation Dept. EM-1053, Warren, Ohio

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Address...

Please have my distributor contact me about the new Diana-style Youngstown Kitchens.

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Company

City Tone State



Manufacturers using a Porcelain Enamel finish on their appliances give you many important sales advantages. No other finish equals Porcelain Enamel in beauty, durability, ease of cleaning and resistance to household service hazards. Because Porcelain Enamel is a hard, mineral coating melted and fused to steel at about 1500° F., it is scratch-proof, stain-proof, fire-proof, glass-hard—the sort of material you like to sell because it builds good will and profitable business.

Make sure that your customers fully appreciate the many advantages that only this extra-quality material provides. Show what Porcelain Enamel means in long-term satisfaction and economy. Let the many advantages of Porcelain Enamel help you sell the product!

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No other finish resists

rusting, staining and

scratching as well as

Porcelain Enamel. That

is why it is used more

and more for exteriors

as well as interiors of

washers and dryers.

ANOTHER CBS-HYTRON CTS-RATED* FIRST

*CTS-RATED: Rated for Continuous Television Service. In TV receivers, five tubes work... like transmitting tubes... hard! You know them: rectifiers, deflection amplifiers, damper diode. Larger-screen sets aggravate the problem. CBS-Hytron recognizes your need for huskier tubes for these sockets. Brand-new designs, not just improved tubes. CTS-Rated 5AW4 already answers your 5U4G low-voltage rectifier problem. Here is your new replacement for the 6BQ6GT: The new CTS-Rated 6CU6. Yes, more CBS-Hytron CTS-Rated tubes are coming. Watch for them.

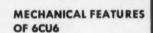
FORGET:

RUN-AWAY PLATE CURRENT HIGH-VOLTAGE ARC-OVERS SHRINKING TV PICTURES

Replace 6BQ6GT with New Work-Horse

CBS-HYTRON 6CU6





- 1. Heavier-gauge plate with large radiating fins.
- Vents in beam plates and plate aligned for maximum radiation of heat from grids.
- 3. Anti-arc rings for uniform distribution of electrostatic field.
- 4. Anti-arc mica eyelets.
- 5. Gold-plated control grid to kill primary emission.
- 6. T-12 transmitting-type bulb.
- 7. Plate connection: "hard-soldered" and positioned to reduce heat conduction and arcing.

Cut your call-backs by up to 40 per cent with CBS-Hytron 6CU6. It's directly interchangeable with the 6BQ6GT. It's rated the same as the 6BQ6GT. But the new CTS-Rated 6CU6 will line under 6BQ6GT maximum ratings. How? The 6CU6 has generous margins of safety for: plate dissipation... plate current... high-voltage insulation... and high-line protection. The older 6BQ6GT is a good tube. But remember it was originally designed for 10- and 12-inch TV sets. Today it carries the load in 21-inch sets. Furthermore, it must combat the accumulated dissipation caused by: line-voltage variations... faulty receiver adjustment... and shifting values of components due to age and overload. Result: the 6BQ6GT may actually be operated well above its maximum ratings in many TV receivers.

In the new CBS-Hytron 6CU6, you have a tube that takes this rough treatment. And continues to ask for more. High voltage and heat meet their match. The weakest link in the TV tube line-up becomes the strongest. And your callbacks plunge downward. Bet you can't wait to try the CTS-Rated 6CU6. We couldn't. It's a honey! Watch for it soon at your CBS-Hytron distributor's.



CBS-HYTRON Main Office: Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

RECEIVING ... TRANSMITTING ... SPECIAL-PURPOSE AND TV PICTURE TUBES . GERMANIUM DIODES AND TRANSISTORS

BRITONS CAN HAVE PROSPERITY — If They Want It

What is required to get Britain, our key ally in the grand alliance of the free world, firmly back on her economic feet? The purpose of this message is to throw light on this crucial problem, which afflicts our other European allies also.

At the moment, Britain is enjoying a respite from the economic crises (of 1947, 1949 and 1951-52) which have plagued her postwar course. This respite may well continue for some time. But almost no one whose judgment is trustworthy believes that Britain has acquired sufficient economic strength to safeguard her against further economic crises in the years immediately ahead.

Two British Views

New and clear light on what should be done to that end has recently been shed by two noteworthy British publications. One is a book, "We Too Can Prosper," by Graham Hutton, distinguished British economic writer and administrator. The other is an article, "The Riddle of Prosperity," published by The (London) Economist, Europe's most eminent economic journal.

Combined, these two publications present

in sharp relief the basic problem that must be handled successfully if Britain is to be safely solvent. As is implied by its title, the Hutton book demonstrates that Britain can be made prosperous by readily feasible procedures, patterned on what has been done in the United States, to increase its industrial efficiency. But, says THE ECONOMIST, with Mr. Hutton's book in mind, this is not the most basic problem, which is, "How shall we make the British people determined to be prosperous?" This is a problem of incentive or motivation.

Compared with that of the United States, average industrial efficiency in Britain, as in most of Western Europe, is low. In his book Mr. Hutton remarks that "fifty years ago an American industrial worker turned out roughly the same amount in a day as his opposite number in Britain, Germany or France. . . . Today, he turns out from two to five times as much."

In large part it is this lag in output per hour or "productivity," as the technicians call it, which makes Britain and other key countries in Western Europe a continuing prey to economic crises. Moreover, the great disparity in productivity between the U.S.A. and most of Western Europe is a major barrier to knitting the free world into a smoothly working economic whole. As one observer put it, "when the American economy catches a cold, the European economy gets pneumonia." This is largely because Europe is so much weaker in productive strength.

No Shortage of Knowledge

Yet the knowledge which would enable the countries of Western Europe, and particularly Britain, to increase their industrial productivity has been mobilized and is readily available to them. It is with this process for Britain that Mr. Hutton's book is concerned. In the book he summarizes the findings and conclusions, virtually all of them unanimous, of 66 teams, composed of British industrial managers, technicians, shop workers and labor leaders. Over a period of three years these teams completed a comprehensive series of inspection and study trips in the United States under the sponsorship of the Anglo-American Council on Productivity. The product of that effort, he remarks, is "a set of documents the like of which, on such a scale and of such practical value, has never been seen in the history of international and cultural borrowing."

Psychology the Key

From study of these documents, Mr. Hutton concludes that better capital equipment is the key technical ingredient of higher industrial productivity in Britain, and constitutes "the most urgent . . . need of British industry." But he finds that even without new capital equipment a "15% rise in productivity can still be achieved by reorganization of work," and that such an increase would "solve Britain's chief social and economic problems."

Then why is not such an increase in productivity, demonstrated by the Anglo-American

productivity teams to be so clearly within technical grasp, promptly forthcoming? Mr. Hutton, quoting one of the team reports, remarks that, "'the greatest obstacles to increased productivity are psychological rather than technical.' We have to deal first and foremost with men, not machines." And THE ECONOMIST, pursuing the line of inquiry suggested, reaches the conclusion that, by and large, the people of Britain do not want to prosper by being more efficient. THE ECONOMIST says:

"The real secret of American productivity is that American society is imbued through and through with the desirability, the rightness, the morality of production... But in Britain, if any moral feeling at all survives about economic matters, it is usually a vague suspicion that economic success is reprehensible and unworthy. From this difference in attitudes everything else follows."

"How," asks THE ECONOMIST, "shall we set about restoring some belief in the rightness of effort, the morality of success?" For this question it has no ready answer. Neither have we. We are confident that the British people will neither be cajoled nor coerced into trying to match our productivity. Basically the problem seems to be to demonstrate clearly to them the truth of the proposition, set down by Graham Hutton, that "there is" no goal, aim or end before a Good Society which the raising of that society's material productivity cannot render easier of achievement." Doing that in an old and settled country like Britain is obviously an extremely formidable undertaking. But until it is done. the crucial job of getting Britain and the rest of Western Europe firmly on its economic feet will remain to torment all of us.

McGraw-Hill Publishing Company, Inc.



More appliance dealers use Commercial Credit financing than any other national plan

. . . offices in principal cities of the United States and Canada.



"And to think, the guy that sold me this up and coming business is having the time of his life on a Florida beach!"

Before You Buy Out Your Competitor...

ARE YOU SURE that you really know what you are buying, that it will cost only what you think it will, that you are not buying your own customers, or tax liabilities . . . or unsalable stock? or a mortgage ... Here are some of the important things to check

T'S the big chance I've been waiting for," Ed Electrical Dealer told his wife at supper. "For five years I've been battling that competitor of mine and now I understand he's ready to sell out. I can buy him out and have the field to myself. It's the kind of deal I've been waiting on for a long time. I'll see him tomorrow morning early, and make the necessary arrangements to take over the business.

Maybe it was a "good deal" for Ed, but the chances are he made the worst mistake of his business career. It's happened a number of times and the after experiences of these dealers provide several good suggestions to pass along-things to give careful consideration before you buy out a competing business.

 "Insist on an independent accountant's analysis of the business." There's always a good reason why one may want to sell out. Most of the time it's because business has been anything but good. Many a purchase of a competitors business has been made by a dealer who knew that the other fellow "wasn't doing so good," but he never found out how bad it was until afterwards. If the business is being purchased with a view toward continuing its operation an accounting analysis is an absolute necessity prior to the sale.

• "Not how much inventory-but what kind." Total dollar and cents inventory figures, whether supplied by the seller or figured by the buyer, can mean little. It's a very good chance

that one of the contributing factors to the business' being for sale is a tremendous tie-up of capital in unsalable or thoroughly obsolete merchandise. Any inventory should separate "good" from "bad" merchandise. The "bad" merchandise should either be left alone or purchased on a basis of ten cents on the dollar; it's the only sound way to buy out a competitor's

"Make certain of tax liabilities." Federal and state tax laws are mighty strict on this point and it often happens that heavy unpaid tax liabilities can be a reason for that competitor wanting to sell. It will pay any dealer to hire a local tax attorney to not only investigate such possibilities but to make certain such liabilities are either settled before the deal is made or that they are not acquired in the purchase.

• "Good will doesn't exist in such an instance." Any sum paid for good will under such an arrangement is money thrown away, for good will is something that is most difficult to pass along from one business to another. The chances are "ill will" is about all we can actually purchase under such a deal. Any firm possessing valuable good will is one its owners are not about to sell under normal conditions. Years ago good will was thought to be a purchasable item; today business experts know better.

• "Make certain that merchandise involved can be kept." Many a dealer has looked forward with great antici-

Before You Buy Out Your Competitor (continued)

pation to possessing some exclusive franchise held by such a competitor. After he has spent some good sums for them he suddenly found that these franchises were not only untransferable but that he in particular couldn't get them. It's mighty good sense to do a lot of checking on this point before any kind of a deal is made.

- "Will it remove competition?" The answer usually is No. True, it removes a competitor, but the chances are great that someone else will step into the void very soon after we have liquidated the competing business. If our purchase of that competitor is made with a view toward securing a monopoly of the trade situation in our area we can be very sure we won't have that monopoly very long and we'll again be confronted with the same expensive situation.
- "Make sure lines and franchises involved are free and clear of mortgage." Any type of mortgage a competitor may have becomes our own no matter what kind of a deal we may have made with him. The mortgage affects the goods, not the individual alone. We can insert a clause in the sale contract whereby the seller is made responsible for these, but that means only that we can sue him, or get judgment and then try and collect on that judgment. The mortgage may still exist and we'll have to pay it off or surrender the merchandise for which we have already paid the seller. Here again it pays to do some checking up first.
- "Don't be stampeded—take time to think it over." Our initial enthusiasm at the prospect of removing a troublesome competitor from the scene may cause us to lose sight of a lot of important factors and therefore make a very bad deal. If possible secure an option to give time to do some investigating as well as provide a cooling off period so that the possible purchase can be viewed with cold facts and hard business sense alone. If part of a competitor's willingness to sell requires instant action we can usually be sure all is not as it should be.
- "Buy the merchandise, not the business." This is the advice more and more business lawyers are giving their clients and it's very good advice if it can possibly be applied under such circumstances. We get the competitor out of the scene, acquire none of the firm's ill will or bad reputation, steer clear of many possible legal entanglements. Such a purchase should include legally sound clauses providing that the competitor will not engage in our field of business under the present firm name or any other, nor under his name or in any manner for a set period of years within our trade area.
- "What will happen to the other firm's employees?" If we can't absorb them successfully into our own business we had better give a lot of thought as to what these 'displaced

persons' will do. We know of one dealer who bought out a competitor then two months later found out that the ex-salesmen of that competitor had banded together and formed a competing business of their own. It's a possibility never to be overlooked. We like the step another dealer friend of ours took under such circumstances. By calling his friends in the trade at far distant points he found jobs for these men—a long way from his own territory. We can always secure legally binding clauses in the sale contract preventing the competitor himself from re-entering business but we can exercise no such control over the employees of his firm.

• "What about the lease?" If we're buying the business itself we may well acquire a tough lease with a tough landlord that we will be legally

little of this to turn an otherwise very good deal into an extremely sour one. These should be checked as closely as we check the merchandise inventory.

• "What EXTRA costs are involved?" The actual price we agree upon can be far from the total cost of the acquisition of a competitor's business which we intend to absorb into our own even though no hidden obligations pop up afterwards. The advisory fee to lawyers, cost of making an inventory, fees for a possible accounting check up AND, most often overlooked, labor costs in moving goods and replacing them in our own stock, plus drayage costs in moving such merchandise—all of these must be considered a part of the purchase price itself. In some instances they have been so high as to make

the other firms failure might be in that it had no really good customers at all. It's seldom good business to assign any value whatever to the other fellows customer list under such circumstances. Even if the consolidation does bring us a good list of customers we can by no means be assured they will automatically become our customers.

- "Think twice before acquiring his employees with the deal." Often part of such a deal calls for "taking care" of certain old employees of the firm. It's a good idea for us to always remember that these people may well be a liability instead of an asset to our business. No such general promises should be made for there is bound to be a certain percentage of "deadwood" in any firm that couldn't make the grade. Best procedure is to study each person as an individual and deal only with those we feel certain will be a definite asset to our organization. It's plain dollar and cents sense.
- "Have every last item involved in the sale part of the agreement." Every so often we hear of the business man who took an inventory of such a business he was purchasing then found out after the money had changed hands that all was not as it appeared to be. Best procedure is to enter an agreement to take such an inventory, deal on this basis and pay for it only after the goods have actually changed hands. Another alternative is to have the whole thing handled by a mu-tually agreeable third party. Nothing should be taken for granted touching on this phase of the deal for though our competitor may be the most honest man in the world there may be disgruntled employees in the other firm who will generously help themselves during their last day on the The merchandise we acquired will have a large percentage of slow items without having what stable goods there may be present bring that average up even higher when we start stocking the acquired goods on our own shelves.

All of the foregoing pointers to watch have been based on actual experience; the practice of each and every one of them can help to make the purchase of our competitors' business a good move—and forgetting them can very well mean we will wake up later and find we have made a horrible mistake.

It always seems a good step to take when we are suddenly confronted with removing our main competitor from the scene. Giving ample time to think it over and examining every last aspect of the wiseness of the move may, on the other hand, show us that the opportunity doesn't amount to so much after all.

"My advice to any dealer is to first make sure he will actually gain on the deal," a lawyer friend tells us, "and then take every precautionary step to insure that he gets his money's worth and doesn't acquire a lot of headaches along with eliminating that competitor."

Don't Close the Deal Until . . .

You've had an independent accountant's analysis of the business

You know the inventory condition and have separated good items from bad

You or a local tax attorney have determined that there's no load of tax liabilities to be taken over with the business

You know whether merchandise franchises can and will be transferred to you

You've made sure that any mortgage is cleared up

You've thoroughly investigated the present employees and made plans to keep them or help them find other jobs

You've figured out a way, if possible, to buy the merchandise, not the business itself

You've found a market for any store fixtures and equipment you will have to take but can't use

You've checked on the conditions of the lease

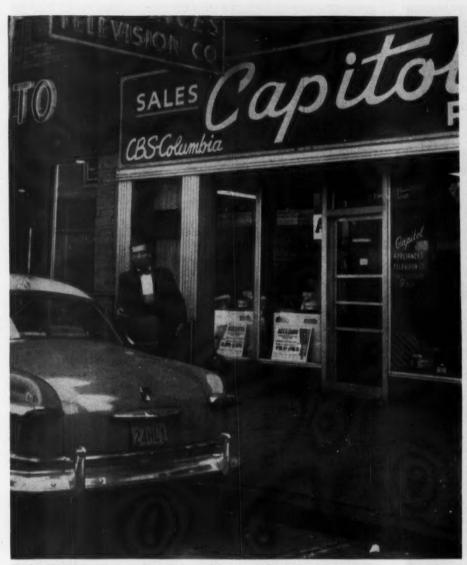
You've taken plenty of time to think the whole deal over

bound to fulfill. This is another point that deserves very close checking.

• "Are the fixtures and equipment of any value to us or for re-sale on the market?" Sometimes this may seem of not too much importance but there may very well be a tremendous amount of useless duplication when we go about absorbing these things into our own business. What we imagine would be easily re-sold very often turns out to be a lemon we can't get rid of at any price. Here again it pays to do some checking first and if possible to find a market for these items before we make a deal. Any fixtures or equipment we cannot re-sell or put to immediate practical use in our business will represent a part of our profits tied-up in the same thing as dead stock. It takes very

the deal a bad one. The check we give that competitor is by no means the total expenditure we will have to make before the whole deal has been completed; it's a good idea to add in all of these other expenses we will have to make as a result of the purchase and then decide on whether or not the deal is really a good one from a financial standpoint.

o "Check the firm's customer list against our own." Sometimes such a purchase is made with the thought of also acquiring a large number of new customers. This very seldom turns out to be the case. In the first place a check up will show a great deal of duplication of names between our list and the other firms. Then also we must take into consideration the possibility of one of the causes of



TV SALESMEN for the seven Capital stores of Pittsburgh don't take new sets out for free home trials. Old sets will give the prospect an idea of reception, permit the salesman to sell up from spec sheets.



FREQUENT STORE CHANGES in both location and layout keep Capitol's business active. Co-owner Cy Felser (right) and sales manager Paul Hershorin keep busy studying changes.



HEAVY ADVERTISING, \$75,000 a year, is planned by coowner-ad manager Henry Silverman to produce leads.

TV Selling Outside

By outside selling, price maintenance, sales training, and juggling store locations, Capitol TV and Appliance Co., Pittsburgh, has built volume to \$1,800,000 annually

By FRANK A. MUTH

N less than three years of operation, we've acquired over 11,000 customers," says Cy Felser, who is the buyer and merchandise manager for the Capitol TV and Appliance Co. stores, 1855 Forbes Street, Pittsburgh, Pa.

"We are constantly increasing business because we try to find the ideal location for our seven stores," Felser continues. "We have changed the stores' locations many times. For instance, we opened our first store in McKeesport, Pa. That store's location has been changed four times in three years. We opened a store in Washington, Pa., in May. In less than two years, its location has been changed three times. The Charleroi, Pa., store (Continued on tollowing page)

TV SELLING OUTSIDE (continued)

has been moved twice in two years; Greensburg twice in one year; Uniontown twice in two years; only the East Liberty (Pittsburgh) store is in its original spot. But we moved Ambridge two times in 1½ years. You have to have your eye peeled for a 190 percent location. It has helped build our annual sales to \$1,800,000.

"We spend about \$20,000 a year in remodeling, because we've fixed up the stores' appearances on each moving," Felser adds. "It is very important because we are building our business through outside selling.

Selling Through Customers

"Although many of our sales come

from about 400 new customers each month, we continually screen the list of old customers for new leads," says Paul Hershorin, sales manager. "We encourage the men to call back on customers to get names of their friends and give them a gift which they se-lect from a TV lamp, \$10 worth of frozen food, or \$5 in cash. One of the hottest gifts is 6 pairs of nylon hose. The best way to develop outside selling is to offer the salesman \$10 for each canvass sale. In addition those salesmen engaged in outside selling are given full commission, whereas in the store we pay only half commission as the result of a sale.
"All of our 120 salesmen work



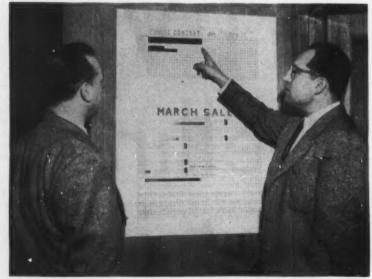
EACH MONTH salesmen are given names of customers who have purchased during past 30 days so that they may make call-backs.



SALESMAN TRAINING includes both products and methods. Since must se is outside, where the salesman is on his own, thorough knowledge is imperative.



FLOOR PROSPECTS enter monthly drawings for a free small appliance. Sales made to such prospects pay \$10 less commission than do similar outside sales.



CONTESTS are conducted continuously with all salesmen on straight commission basis, no draw. Quantity discount savings are passed along to all salesmen.



THREE MONTHS' telephone bills for just one store, held up by Felser, indicates the volume of collect calls which firm receives—\$18,000 a year. All store ads use the same number, urge prospects to call collect.

strictly on a commission basis. We feel that drawing accounts ruin a salesman's initiative," Hershorin continues. "We have practically no salesman turnover with this policy. It also works to make a higher unit of sales. Last year, for instance, we took on white goods. Our average refrigerator sale was \$341.85. That means we sold mostly higher priced units."

In each of the seven Capitol stores, customers sign a slip which entitles them to compete for a monthly door prize (usually a Fryryte or similar item). This gimmick helps establish the fact that the customer originally came to the store, and prevents a salesman claiming him as a canvass sale.

Prizes Help Sales

"Signing up for prizes increases our store sales," says Hershorin, "for instance, the first year 95 percent of our sales were on the outside; the second year the ratio was 75 percent; now it is about 60 percent. What we want is a 60-40 ratio with 40 percent on the outside."

"One way of increasing store sales is from our advertising," Hershorin adds. "We spend about \$75,000 a year in newspapers, on radio, and one TV program. We have only one telephone number that we use in all advertising. This is a Pittsburgh number and we accept all collect phone calls in the Western Pennsylvania area. When a call comes in, we turn it over to our closest store. If we get a lot of calls from one locality, we check to see if we should open up a store there."

Salesman Education Important

"We think that sales education is very important," Felser continued. "Our salesmen must know thoroughly what they are selling. Take TV for example. We use a free home trial, but do not use new sets. In fact, we usually use a 14-inch set, or one that is two or three years old. By sending out the small screen, you get a clear picture and give the salesmen a chance to sell the picture, rather than the set. We carry two lines (Philco and CBS-Columbia) so the salesmen sell from



JUST TWO LINES OF TV simplifies the selling operation for Capitol. Either in the home or in the store the salesman finds it easier to know and to talk about a

minimum number of brands. All sales, the firm says, are made at list.

TRADE-INS and floor samples are sold from the general offices and warehouse where one full-time salesman is on duty. A rigid scale of prices ranging from \$10 to \$70 governs what the store will allow for old sets.

the 'spec' sheet. If we had more than two lines, the salesmen might not be able to answer all the prospects' questions.

"We don't cut prices," Felser adds.
"It is not the way to sell. When you cut prices at the store, you are in competition with your own outside salesmen. People might get the pitch from a salesman in their home, hear about a 'special' at the store, go there and hurt the salesman's chances of closing a sale.

"When you buy in bulk quantities, you get a lower price," Felser continues. "What we save we split with the salesman—instead of passing it along to the customer as some dealers do."

Trade-Ins No Problem

"Trading-in TV sets can be a problem," Hershorin said, "but we make it pay, and the salesmen make money, too.

"We have set prices for trade-ins and with no exceptions it is followed by all salesmen. It goes like this:

	SELLING	PRICE	
Screen	To \$200	\$200-230	\$230-\$250
10 in.	\$10	\$10	\$10
12 in.	\$20	\$25	\$30
16 in.	\$30	\$35	\$40
17 in.	\$40	\$45	\$50
	\$250-\$280	\$280-350	Over \$350
10 in.	\$12.50	\$15	\$15
12 in.	\$35	\$40	\$50
16 in.	\$45	\$50	\$60
17 in.	\$55	\$60	\$70

"The salesman is charged back 10 percent of the trade-in," Hershorin continues, "then we add \$15 to the trade-in for servicing the set. For example, if a set was traded for \$60, we add \$15, making it \$75. When the salesman sells the set, he gets 10 percent of \$75 plus ½ of what he gets over the \$75 we have invested. And many salesmen get more than the basic selling price. We won't let one go for less so we make trade-ins pay.

less, so we make trade-ins pay.

"On the other hand," Hershorin adds, "we encourage the prospects to keep their used sets. It eliminates the reselling, although we do like a few trade-ins."

End

1 Before a dishwasher luncheon party in Evanston, III., dealer Arthur Clark arrives at the hostess' home with the chinaware that will be used.



The hostess, Mrs. Malcolm Miles, inspects the chinaware she will use. She supplies the silverware and tumblers, gets a gift for her willingness to cooperate in Clark's "Luncheon for Eight" promotion.

The luncheon, just like any other hostess luncheon, is notable by dealer Clark's absence. Luncheons are usually held for six or eight persons and, for Clark's purposes, the best time to start is between 1 and 2 pm.

Luncheon Party



3 The food is provided by dealer Clark and prepared by Mrs. Miles. If she didn't want the labor of cooking, Clark would have purchased from a restaurant.



Build-Up for Dishwasher Sales

For Clark Radio & Appliance, Evanston, III., a round of hostess luncheons like this one will, he hopes, lead to one dishwasher sale after another

By TOM F. BLACKBURN

HAT a social event never fails to bring out the right people is the belief of Arthur Clark, veteran head of Clark Radio & Appliances, Evanston, Ill. This autumn he is employing this fact in a series of "Luncheon for Eight" affairs designed, ultimately to bring him prime prospects for dishwashers.

Key of the situation, of course, is the hostess who throws the party. Mr. Clark realizes that there are many women who like nothing better than to pay off their social obligations—particularly if the expenses are paid, and they receive a \$25 to \$30 gift for their trouble.

Invitations are compiled jointly by Mr. Clark and the hostess. She chooses women who are agreeable together. He picks people who can afford to own a dishwasher, and who have the right financial background. The invited guests understand that they are enjoying a free lunch and will witness a demonstration of a dishwasher (no obligation, of course).

Best time to give the lunch has been found to be between 1 and 2 p.m. and guests are telephoned for acceptances, to make sure there will be seven of them present.

In the morning Mr. Clark brings out the dishes, consisting of 8 lunch-

eon plates, 8 cups and saucers, 8 soup cups and underliner plates, and 8 dessert plates, provided by Westinghouse. The silverware and drinking glasses of the hostess are used.

Food is paid for by the dealer, in this case costing \$1.50 per person, or \$12. If the hostess wants to prepare the lunch, fine, otherwise it is bought from a restaurant. A menu consisting of cream of mushroom soup and saltines, tomato aspic ring, filled with chicken salad, assorted finger sandwiches, fruit tarts and coffee was served for Mr. Clark's first luncheon.

Dealer does the Dishes

Mr. Clark arrives on the scene just as lunch is finished, and does the

dishes in a Westinghouse dishwasher, telling the demonstration story as he proceeds. Naturally he knows who the guests are, and by mail and by telephone he follows up with offers of free dishwasher demonstrations in their own homes.

As this is written it is too soon to know how many prospects sorted themselves out of the crowd, but elsewhere, Baldwins, Durham, N. C., got a range and dishwasher sale this way; Mosier Sales and Service Co., Sioux City, Iowa, one dishwasher sink and two dryer sales, plus a prospect for an automatic laundry; and Norman E. Day, Westford, Mass., two dishwashers, a range and a refrigerator.

It pays to throw parties. End



Grand finale to the party is the reappearance of Clark after lunch, a period in which he does the dishes and demonstrates the hostess' dishwasher. Armed with the names and addresses of his prospects he later follows up by mail or telephone to close sales and thus create new hostesses for future parties.







The demand for rental TV as second sets in TV homes when illness strikes, for guests and special events, for use in hospitals, for transients in apartments, hotels and motels, and, surprisingly, for use as "trial" sets in homes where prospective buyers don't want to obligate themselves with free trials, is bringing business to Wisnom Appliances, San Mateo, Calif., that means

\$300 a Month in TV Rentals

ACH month, the rental of TV sets brings in an extra \$300 or so for Wisnom Appliances, San Mateo, California. And about \$175 of that is gross profit, reports manager Jack Dreyfuss, who has found the renting of television receivers a profitable sideline to new set sales in this suburban city in the San Francisco TV station area.

How Rentals Pay

Rental of sets is proving profitable to Dreyfuss and Wisnom Appliances in more than one way:

Renting has solved the problem of surplus stock. The inevitable "left-overs", the 17 and 21-in. sets unsold when new models come in, don't become serious losses. And no clearance sale is necessary. These leftover sets (and any model that fails to move satisfactorily) go into the rental 'line of Wisnom's. In three months each will produce enough profit above operating costs to be put on sale at cost as "reconditioned and guaranteed used sets" for which there is very big demand in the established television markets.

Receivers taken in trade can be thoroughly reconditioned by Wisnom's service contractor, Mausser Electric Co. regardless of cost because Dreyfuss knows that he can get that cost and more out of the sets as rentals and then have a ready market among those prospects who acknowledge that the store must keep rentals in good condition.

Because 20 percent of all TV set renters eventually purchase a set from Wisnom's, the rental business is steadily building not only TV volume but sales of white goods too.

The normal stock of sets available for rental at Wisnom Appliances is fifteen. Of these, 10 to 12 are out at one time. Fourteen to 21-in. screen sizes are used, with the rental of \$1.00 a day applying to all sizes. However, Dreyfuss sets a 30-day minimum on 20-21 in. sizes while the minimum for 14-17-in. is 15 days. The renter pays in advance for the minimum period. The location of San Mateo, 18 miles from the three San Francisco TV stations, permits satisfactory reception with "rabbit ears" on practically all rentals. Should an outside antenna be necessary, Wisnom's charges \$15 for a temporary installation which remains the property of the store, or \$30 for a permanent installation which remains the property of the renter.

Average Rental: 45 Days

Delivery, setting up and checking, and pick up of rentals is handled for Wisnom's by its service contractor for a flat \$7.50 charge. Dreyfuss' records show that maintenance of the rentals averages \$7.50 per month per set. Obviously it

is to the store's profit when a rental stays beyond the minimum period—and fortunately they do, for the records show that the average rental period is 45 days. Encouraging longer rentals is the technique Jack Dreyfuss uses when the 15- or 30-day rental period is up; he doesn't 'phone, call on the renters, or send the truck for pickup—he just sends a bill for the next rental period and usually a check comes in the return mail.

Business Is Self-Generating

Like many dealers in TV markets established in the pre-freeze era, Dreyfuss has found the rental business developed of its own accord. His only promotion of rentals is a small advertisement beside the weekly television program listings in the local newspaper, and a small card atop the one rental set which he keeps, on display in the television department.

Dreyfuss feels that the business of renting reconditioned large screen trade-ins or surplus sets is a "sleeper" in this industry. As television becomes even more established in the daily living habits of the public there will be more and more demand for sets to meet a short term need. And for the TV retailer, satisfying this need for rentals by using his obsolete stock and good trade-ins will continue to be a profitable adjunct to the not-tooprofitable new set business.

TV Rental is Profitable in Itself ...



OBSOLETE MODELS or good trade-ins at Wisnom's Appliances are not unloaded at a loss—manager Jack Dreyfuss puts them into rental service until they've produced an adequate profit.



TRADE-INS can be thoroughly reconditioned because rental Income will more than cover service contractor's charge, and set of course will have much higher value if put on sale.



RENTAL of obsolete models and reconditioned trade-ins at \$1.00 a day brings Wisnom Appliance \$45 from average renter at a cost of about \$18.75 for delivery, installation, maintenance and pickup.



PROFITABLE SALES of obsolete models and trade-ins is assured for manager Jack Dreyfuss because he makes his profit before selling and then can charge full price because set is "reconditioned and guaranteed."

And Rentals Help Build General Sales



TELEVISION: One in every ten renters will purchase a new TV set from Wisnom's lines of DuMont, G-E, RCA-Victor, and Zenith, displayed in the store's TV salon.



APPLIANCES: Many TV renters have come to Wisnom's for the first time, become steady customers, good prospects for store's lines of white goods. End



TO EVERY PROSPECT who visits Wilson Water Conditioning, dealer Wilson graphically demonstrates the difference between hard and soft water by mixing soap in two small bottles. Hard water will require nearly 10 times as much soap to make suds as does the water which is produced by the use of a mechanical water softener.

Sell the Demonstration and You Sell Water Softeners

People need soft water more than anything except air and food, claims Ken Wilson of Cleveland, Ohio. All you have to do is prove it with a demonstration a system which sold 250 units for him in six months WATER softener can appeal to everybody," says Ken Wilson of Wilson Water Conditioning Co., 5009 Brookpark Road, Cleveland, Ohio. "It doesn't matter whether they're in the \$40-a-week, or \$600-a-week bracket, a water softener will save them money, and give them more comfort."

Wilson believes that the average appliance dealer is missing the boat. People need soft water more than any other single item, with the exception of clean air and wholesome food.

Everybody, he thinks, is a prospect in this exciting and relatively new field. "We have two thirds more well water prospects than city customers," says Wilson. "But in Cleveland the municipal water supply has a hardness of about 8 grains, and you need a softener if it is over 3 grains. It's potentially a big market and we intend to sell it as fast as we can."

"We are doing all we can to educate the people on soft water advantages," Wilson continues. "At all the (Continued on page 112)



A GOOD water softener story can be told with examples of the damage hard water does to pipes. That's why Wilson maintains this display in the window of his store.



WITH A HOME demonstration kit salesman Pfingsten shows a prospect, Mrs. James Tritschler, the difference between hard and soft water and advantage of latter.



OVER AN HOUR is needed to tell the prospect the complete story with demonstrations, pictures and charts, but if she is interested at all she will buy a unit.



ONE TRICK all salesmen use on a home call is to show how much better coffee tastes when it is made with soft water. Salesman first has lady make coffee usual way.



REAL ENTHUSIASM is aroused when the prospect makes suds and washes her hands in soft water. Salesman points out savings in soap made possible by soft water.



ABOUT TWO WEEKS after he has closed the sale the salesman drops back on the customer to see how the softener is operating and how she likes it.





AFTER A SALE is made at Jett's, Lexington, Ky., and a trade-in accepted, the salesman takes a personal interest because he will pay half the costs of repairs and share half the profits of repairs.



EVERY MORNING owner Jett (left) and his salesmen visit the trade-in sales room to set prices. Since salesmen own half the boxes, Jett leaves them pretty much alone, sure that they will fix prices high

Salesmen at Jett's, Inc., Lexington, Ky., pay half the cost of trade-in repairs and get half the profits from trade-in sales—which means that old units sell at a profit and new appliances sell at list

Their Salesmen Own Half

"RADE ins can be profitable," says Charley Jett, president of Jett's Inc., Lexington, Ky. "If handled correctly trade ins can be as beneficial to the appliance industry as they are to the automotive industry."

Jett believes that the appliance dealer is in a growing replacement market where trade-ins may be involved in as many as 90 percent of sales. "Even the national chains that aren't now accepting trade-ins will be including them or they will be out of the picture completely," Jett points out.

Since opening his store in 1936, Jett has used the salesman-partner method for trade-ins. When he worked as a salesman for another dealer in 1933, he owned his trade-ins and found what a profitable sales device it was.

"When I first started it at my store," Jett illustrates, "I let the salesmen own trade-ins 100 percent. I quickly found they were making all the profit, so we made it a 50-50 proposition. They still made a great deal, so I decided to sell them myself. Again we found something new—it lost us money. So, we went back to the salesmen owning them 50-50 with the firm."

Salesmen Show Greater Interest

Jett's believe that the salient factor of the whole program is that the salesman sells trade-ins with his heart in it—and he prices them so he can make a profit, too.

"There are no company rules about trade-in allowance," says Jett, "If a loss is incurred, the salesman shares it. If a profit results, he shares, too. There is no criticism even if he loses a sale because he didn't offer enough. He can't blame anybody but himself.

There are several discount dealers in Lexington, but Jett's get their share of business, and sometimes make discounts work to their advantage.

Jett's do not fight the discount houses with their own fire. They use better salesmanship instead. This they get by giving the salesman a good commission (7-percent), and making him a part of the sales partnership. Even with 40 dealers in the Lexington area, Jett's still do about 25 percent of the business. And the appliances they sell have about a 30 percent longer-life because of excellent service on the firm's part.

"One good way of battening the hatch of the discount proposition is to explain just what a dealer's net profit is," Jett points out. "We pull out the NARDA survey on the cost of doing business and show that the average dealer makes just 3.2 percent, and

must have that margin to stay in business. Our gross sales profit runs about 39 percent. We buy all appliances in carload lots to get about a 35 percent markup. But with the added profit on trade-ins, we get about 39 percent gross profit.

Salesman Sets Price

"There is nothing sensational about the salesmen owning half of the tradein," Jett continues. "It helps them to appraise more accurately when accepting trade-ins and when reselling them. Each salesman sets his own price. I say nothing. However, I might step in if it were too high or too low."

Each morning, Jett's three salesmen go with him downstairs to the display room for trade-ins and look over the fixed up units. They all discuss the market value and decide on a selling

JETT'S SALESMEN TAKE AN INTEREST IN LIST PRICES



PROSPECTS who visit Jett's store get a thorough sales presentation from salesmen like W. O. Mims, but they are never given any offer of a discount.



IF SHE WANTS a discount, the salesman will obligingly tell her where she can get one and about how much to expect—which takes the wind from her sails.

Their Trade-Ins

price. No consideration is given to cost of repairs or initial cost, only to what each unit would bring in the market which is usually higher than the allowance.

"As of April 30 this year, out of the trade-ins alone," Jett says, "the three salesmen have received about \$250 profit each above the full commission on new or used appliances.

"When one of our salesmen has a refrigerator sale and trade-in," Jett continues, "we record the price of the trade-in in a big book. He gets 7 percent commission on the new unit gross, less half of what the trade-in cost. A refrigerator trade-in is checked, cleaned, painted, and fixed up with new gaskets. If it is a sealed-in unit, it is rebuilt. If it can't be rebuilt and the cabinet is in good shape, then a new unit is put in. But the salesman keeps track of the complete trade-in

expense, and notes it in the book.

"When it is priced and resold, if the original salesman didn't make the sale, the salesman who did gets 7 percent of its selling price. Then, the net profit (less that 7 percent commission) is divided between the salesman who originally took in the trade-in and the firm."

All trades are sold on a 30-day money-back guarantee, or Jett's option to repair. Jett's have only about one in 20 that are not satisfactory, and these usually result in new sales.

High Gross Profit

Jett's has a very high gross profit on sales. In 1949, it was 41.90 percent. In 1950, it was 42.24 percent; 1951, 36.33 percent (that year they didn't share ownership of trade-ins, so it was low), 1952, 39.17 percent (dual owner-(Continued on page 113)



THEN the salesman demonstrates that profit margins are too slim to allow a store to give discounts and in addition good service and fair value on trade-ins.

TV Selling Gets Tougher

What Dealers Say About TV

- "We are happier about the new markups we are getting . . . they aren't as much as we'd like, but are better than they have been. TV is somewhat of a pain in the neck. We don't want it, but are afraid to turn it down. It takes a lot more money in service work than other appliances and doesn't make us the profit the other appliances do. But we think someday it will and we live in that hope."
- "We find that selling one brand at full list, no discounts, on the strength of reputation is paying off far better than more lines and price cutting. We do not cut prices, although we lose some sales, our percentages are higher.'
- "Our operation has been strictly sales at list price. Yet we find it extremely difficult to show a profit in the TV business. Discounts are much too low. A reputable dealer who feels some responsibility to the customer must have at least 30% to operate at a profit."
- "New lines . . . this year almost a nightmare of prices. There are at least 25 models on most sheets and this year with UHF coming in, this number is doubled since they are quoting prices with and without UHF. The margins of profit are about the same which means trading can only be done at the lowest
- "While our total volume this year is 20% over 1952, we plan to push it harder with white goods and keep TV under tight rein. We will not go overboard for 25% to 30% margin appliances that have two and three model changes each year. When manufacturers put TV in reliable dealer outlets with protected franchises and decent margins, we will join the bandwagon."
- "With increase in trades we are finding it harder and harder to make TV pay. TV sales in our area are down over 50% from last year. We think color has some effect but bank credit tightening is hurting most."
- "We have only been in the TV business a few months . . . in the appliance business 23 years. We got into the TV business because our customers demanded that we do so. I don't like any part of it. Too much chance of taking loss and the discounts should be 35% to 37%.
- "What we need in the television business to make it a healthy, stable business . . . larger discount . . . less models . . . one line a year . . . controlled production . . . fewer dealers . . . franchise protection . . . price protection at retail and wholesale levels."
- "Too much price cutting . . . This can only end up in disaster both for the dealers and for the reputation of the product. No one can do business in the right way and remain in that business very long if he gives away part of his already meagre gross profit in TV. The remedy is appoint good dealers and fewer of them. A good dealer who maintains price and builds good will and acceptance of a product is a distinct asset to a manufacturer and distributor."

203 members of ELECTRICAL MERCHANDIS-ING's dealer panel report that, for most of them, sales in the first half of 1953 were off, credit was harder to get, cut-price competition was worse, and time payment sales were on the increase. On the good side, over half report that most sales are made to new owners, color is not an important factor, and that reception and conversion business in UHF areas are pretty good

HERE is still plenty of room for television sales. The hard selling may well be here, but the potential market of first-time customers remains in many places.

This is the conclusion drawn from a recent survey conducted by ELEC-TRICAL MERCHANDISING among 203 television merchandising members of

its dealer panel.

Almost half of the dealers, or 47 percent, have been selling television for five years or more. The next two largest groups have four and three years of experience behind them, while just over 11 percent have been in the field less than a year. This latter group is probably working in the newer areas which have just benefited from the thaw on the "TV freeze." As one dealer said, "We are just getting our feet wet now.

The largest group of dealers (36 ercent) sold under 100 sets during 1952. Some 20 percent moved be-tween 100 and 200 during the past year, clearly indicating that the high volume operators in the TV field are few and far between. For more than half the dealers questioned by us sold 200 or less TV receivers during the last year.

When the dealers who are selling television on the EM panel look back over the books for the past year and compare the first six months of 1952 with the similar period of 1953, more than one-third or 37 percent found that their sales were down. But 31 percent, an almost similar figure, reported that the movement of television was just about the same as last year. And some 19 percent managed to do a substantially greater business in TV sales during this first six months of 1953.

While the comments from many sections indicate that dealers were trying to carry fewer lines and do a better job with this shortened inventory, they strongly backed the opinion that they could sell one brand against another. Some 61 percent of them

claim to be able to switch a prospective TV customer from one brand to another most of the time. About 18 percent are successful in switching customer preference half of the time and just a slight bit less (15 percent) can do it some of the time. Thus it comes out that the dealer exerts a powerful influence in purchase of a TV set. And if the comments on carrying fewer lines shape up, the dealer will need this ability even more.

Majority of Sales Financed

The fact that hard selling is here in the television market is not news. But an indication of this is the fact that the average dealer is extending himself farther and farther to create sales and keep his volume up. And financing plays an important part in his ability to move the merchandise.

The largest group, 31 percent of the panel dealers, reported that they sold between 71 and 80 percent of their sets on time . . . three quarters of their TV sales volume is carried by paper. And 22 percent do even more, running between 81 to 90 percent.

So over half or 67 percent used

paper to move three quarters of their TV sales during 1952. It is easy to see why the banks and lending institutions are so important to the television dealer and the industry as a

Half of the television dealers told ELECTRICAL MERCHANDISING that they are handling about the same amount of paper this year as last. But about 32 percent are carrying more installment or time payment sales so far this year. And for many, it is becoming increasingly harder to get the paper to back these sales. 36 percent or just over one third of the panel have found that, compared with 1952, installment credit through banks and other credit institutions is harder to get. A great bulk, how-ever, or 53 percent find credit conditions just about the same or no harder to get. Four of the 203 dealers actually find it easier to obtain.

(Continued on page 118)

How long have you been selling TV?

Years	number of	1
selling TV	dealers	percent
5 years or more	96	47.3
4 years	39	19.2
3 years	26	12.8
2 years	7	3.4
1 year	12	6.0
Less than 1 year	r 23	11.3
No answer	0	.0
Total	203	100.0

How many TV sets did you sell during 1952?

Sets sold in 1952	number of dealers	percent
0-100	73	36.0
101-200	41	20.2
201-300	19	9.3
301-400	12	5.9
401-500	11 -	5.4
More than 500	33	6.3
No answer	14	6.9
Total	203	100.0

By comparison with the first 6 months of 1952 were your TV sales during the first half of this year...

	number of	
	dealers	percent
Substantially grea	ter 40	19.7
About the same	64	31.5
Less	77	37.9
No answer	22	10.9
Total	203	100.0

Does your area have UHF re-

	number of dealers	percent
Yes	56	27.6
No	143	70.4
No answer	4	2.0
Total	203	100.0

If yes, has UHF reception been satisfactory?

	number of dealers	percent
Yes	30	53.6
No	20	35.7
No answer	6	10.7
Total	56	100.0

Of VHF sets you sold before UHF went on the air have you made conversions to receive UHF on . . .

,	number of dealers	percent
Many of them	18	32.1
A few of them	20	35.7
None of them	14	25.0
No answer	4	7.2
Total	56	100.0

How Dealers Answered Our Questions

We asked our dealer panel pertinent questions on both television and hi fi. Here's what the 203 respondents said:

Have you made any effort to attract conversion business?

	number of dealers	percent
Yes	29	51.8
No	26	46.4
No answer	1	1.8
Total	56	100.0

Roughly, what percent of your TV sales are made on time?

	number of dealers	percent
0-10%	7	3.4
11-20%	3	1.5
21-30%	6	3.0
31-40%	2	1.0
41-50%	19	9.4
51-60%	7	3.4
61-70%	20	9.8
71-80%	63	31.0
81-90%	45	22.2
91-100%	29	14.3
No answer	2	.9
Total	203	100.0

By comparison with 1952, do you find the proportion of installment or time payment sales to total TV sales so far this year is . . .

	number of dealers	percent
Greater	66	32.5
The same	107	52.7
Smaller	10	4.9
No answer	20	9.9
Total	203	100.0

As compared with 1952, is installment credit through banks

n	number of	
	dealers	percent
Harder to get	75	36.9
No harder to get	108	53.2
Easier to get	4	2.0
No answer	16	7.9
Total	203	100.0

Is cut-price competition on TV

inis inis year		
	mber o	
	iealers	percent
Worse than last year	101	49.8
Same as last year	77	37.9
Better than last year	11	5.4
No answer	14	6.9
Total	203	100.0

In your opinion, where people buy a second TV set from you, the old set is kept by . . .

	number of dealers	percent
Most of them	13	6.4
Half of them	26	12.8
Only a few	122	60.1
No answer	42	20.7
Total	203	100.0

What percent of your TV sales are being made to people who already own at least one set?

Percent of TV sales	number of dealers .	percent
0-10%	126	62.0
11-20%	14	6.9
21-30%	14	6.9
31-40%	5	2.5
41-50%	10	4.9
51-60%	3	1.5
61-70%	6	3.0
71-80%	8	3.9
81-90%	4	2.0
91-100%	1	0.5
No answer	12	5.9
Total	203	100.0

What percent of your TV sales involve a trade-in?

Percent of TV sales	number of dealers	percent
0-10%	88	43.4
11-20%	24	11.8
21-30%	23	11.3
31-40%	11	5.4
41-50%	24	1.8
51-60%	7	3.4
61-70%	5	2.5
71-80%	13	6.4
81-90%	2	1.0
91-100%	0	0
No answer	6	3.0
Total	203	100.0

When customers ask for TV brands you either do not carry or wish to sell are you successful in twitching them to another make?

	number of	
	dealers	percent
Most of the time	125	61.6
Half of the time	38	18.7
Some of the time	31	15.3
Seldom	4	1.9
No answer	5	2.5
Total	203	100.0

If you operate your own IV service facilities do they . . .

	number of dealers	percent
Make money	39	19.2
Break even	64	31.5
Lose money	41	20.2
No answer	59	29.1
Total	203	100.0

Are TV prospects inquiring about color?

	number of dealers	percent
Often	29	14.3
Some	113	55.6
Seldom	54	26.6
Not at all	4	2.0
No answer	3	1.5
Total	203	100.0

Is the prospect of color TV retarding black and white sales?

	number of dealers	percent
Much	3	1.5
Some	57	28.1
Very little	107	52.7
Not at all	29	14.3
No answer	7	3.4
Total	203	100.0

Do you handle high fidelity TV or radio equipment?

	number of dealers	percent
Yes	59	29.1
No	137	67.5
No answer	7	3.4
Total	203	100.0

If yes, do you sell brand name package systems?

	number of dealers	percent
Yes	55	93.2
No	4	6.8
No answer	0	0
Total	59	100.0

Do you sell custom installations made up of various components?

	number of dealers	percent
Yes	17	28.8
No	31	52.6
No answer	11	18.6
Total	59	100.0

If you don't handle high fidelity equipment now, do you plan to?

	number of dealers	percent
Yes	39	28.5
No	74	54.0
No answer	24	17.5
Total	137	100.0

How Lee Sells in the Store

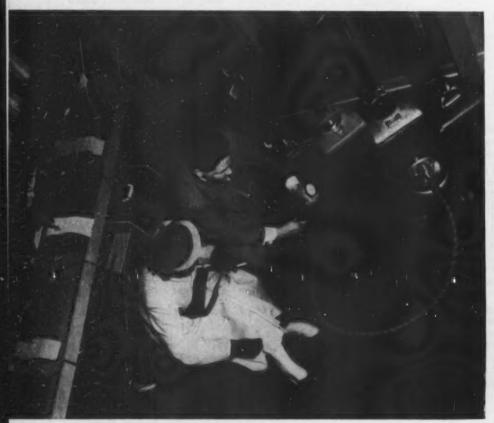


WHEN A PROSPECT enters Lee's Appliances in Columbus, to see a cleaner .



SHE IS USHERED into a private demonstration room.

Home Demonstrations in the Store





AND WHERE the salesman, after closing one sale, can start another.

Although Lee's Appliances, Columbus, Ohio, closes three-fourths of its cleaner and sewing machine sales on outside calls, the remaining one-fourth is written in its home-like private demonstration rooms

Y OUTHFUL Jim Lee used a new approach when he opened Lee's Appliances, 225 East Main St., Columbus, Ohio, in 1952.

"We started as a specialist in vacuum cleaners, sewing machines, and washing machines," says Lee, "and we decided the best way to sell the vacuum cleaner and the sewing machine was to have private demonstration rooms. The demonstration room eliminates going out to the home to close the sale. You just can't give a demonstration right out on the sales floor. There is too much going on. But if you take the person into a room you have privacy and all the gadgets on hand to make your story effective.

"We can't sell people when they all come at once," Lee states. "Not unless the salesman can get them away where they can listen attentively. You can use the various suction gadgets, or even clean the lady's coat. The demonstration rooms provide an equal benefit for our sewing machines. We have at least four or five set up on the back wall of the room.

Do Two at One Time

"Our salesman may make a pitch and sell a vacuum cleaner," Lee continues. "When he has the customer there, he just turns around and starts in on one of the sewing machines. This type of demonstration helps us to average about 125 vacuum cleaners a month, along with 100 sewing machines."

"We tried demonstrating TV in the rooms, too," Lee adds. "It was wonderful, but we don't have enough rooms. We only have space for two, and it took away from the items that need it most."

Good as the demonstration rooms are, Lee still sells in the home. "With our location, to get the volume of business we do (about \$250,000-\$300,000 a year), it is necessary to draw from a wide area," says Lee. "We use a lot of advertising, about \$2,000 a month, and always coupon our ads. Thus we get leads for home demonstrations and about three-fourths of our business is done on the outside.

Service Sells, Too

"We have set up a very extensive service department and have parts for all lines of vacuum cleaners, washers, etc.," Lee adds. "Even our servicemen sell. A serviceman checks over an appliance on his home call, he notices if the family needs some other item. He pulls out one of our special books that has color illustrations of all models of washers, vacuum cleaners, refrigerators, ranges, TV, and everything we sell. Instead of just turning

over the lead to a salesman, he can make a good effort to sell the customer when she may still be in the mood. We get at least five or six sales a month from each serviceman."

Lee's Appliances has been very successful in selling multi-purchases. They have used the initial vacuum cleaner sale contact to sell over 100 people other appliances in just one year of business. Many of the repeat orders have totaled \$1,000.

"We have a good sales team," Lee points out. "It helps to sell more units, and more units to each customer if your salesmen are really pushing. We have a monthly contest for sales incentive.

"During the Christmas season, for example, we offered a mink cape to the man with the highest sales. We sent a letter to their wives telling them that we would present the cape at our Christmas party to the girl whose husband had the highest sales. Well, it worked wonders with the men. Each day when he'd come home at night, a salesman's wife would be more interested in the number of points (different points were given for different models of various appliances) than the actual amount of money he made that day.

Wives Help Inspire Sales

"When the men would start out to work, they'd get a special pep talk from their wives," Lee relates. "It saved us the trouble of having sales meetings. The men were inspired each day, and so were the wives. When they'd call the store to talk to their husbands about something, the wife would ask our office girl, 'Who is ahead?' before she'd asked for her husband."

Located in a heavy business section of Columbus, Lee uses advertising extensively for getting prospects and figures that 98 percent of them come from his ads.

Must Change Copy

"We have to change our copy a lot," he points out. "We make up all our ads because we want to make them fresh and interesting. In a promotion this Spring for Apex washers, in which they offered a year's supply of Rinso and a Murray kiddie tractor, we got 13 sales from one ad. The ad offered the \$89.50 washer, but our average sale was about \$150 because we stepped the prospect up in just about every case. This step-up applies not only to washers, but vacuum cleaners and sewing machines. You have to sell your leader item once in a while, but you can do a good job if your work on it.



MOST LEE SALES are made in the home. Most are the results of followups of return coupons from Lee advertising, or the pursuit of unsold floor prospects.



FIVE OR SIX SALES a month are made in the home by each serviceman, capable technicians who find out what the customer needs, then try to make a sale.



SALES BOOKS are carried by each of firm's servicemen and when a customer has shown interest in a suggestion he is able to try for a close immediately.



SOME OF THE 130,000 people who stormed Belk's Department Store for its last big Harvest Sale, gather around for one of the many featured demonstrations presented during the course of the nine-day long promotion. Farm products were prominently displayed along with housewares to enhance harvest theme.

Housewares Harvest

For nine days each year the population around Charlotte, N. C., turns to Belk's Department Store for a celebration featuring celebrities, farm products and, most important, electric housewares

FOR the last five years, many farmers in Meclenburg County, N. C. have started pruning a favorite pumpkin or ear of corn long before harvest time. Farm wives have taken extra pains putting up beans, pickles, jellies and preserves. Members of 4-H Clubs have worked long hours with pencil and crayon. All these things have meant valuable prizes.

Belk's of Charlotte, one of Carolina's largest department stores, is responsible for the interest—and with profitable results. Belk's annually stages a "Harvest Sale", a nine-day festival which usually increases the store's sale of electric housewares from five to ten percent.

The angle which draws approximately 130,000 persons into Belk's during the sale is a cash award of prizes for the best corn, wheat, oats, pumpkin, sweet potatoes, cotton, eggs; cash prizes for the best jars of beans, peaches, pickles, tomatoes, preserves,

jelly, soup mix and honey; cash awards for the best poster showing some phase of 4-H Club work, and door prizes of several Westinghouse major appliances. Since Belk's appliance department handles only electric housewares, the Westinghouse Electric Supply Co., of Charlotte cooperates in the award of major appliances as door prizes.

Festival Stimulates Sales

While the festival is a store-wide promotion, its great stimulus on the sale of electric housewares has caused the store heads to move the housewares department to one of the most prominent positions in the store, and to build the cash award displays around it. As the entries come in— baskets of corn and oats, jars of jelly, etc.—they are worked into special displays and share attention with mixers, roasters and coffee makers.

Belk's 600 employees all get into (Continued on page 98)



SURROUNDED by food entries, electric housewares and customers, Paul Tilley (right) of Belk's, Betty Furness and W. C. Busbin of Westinghouse launch the most recent harvest festival.

ANNOUNCING! **NEW**

WORLD'S FIRST AND ONLY VACUUM CLEANER



Lewyt's Exclusive No. 80 Carpet Nozzle-Today's Greatest Vacuum Cleaner Selling-Tool



2. COMB-VALVE gets even pesky dog hairs-parts nap for top-to-bottom cleaning!



3. AND, SEE its full-length Fuller Brush-adjustable for high, medium, low rug pile.

4. AUTOMATICALLY changes to high-velocity suction on back stroke for ground-in dirt!

WIDE-ANGLE SUCTION! (on forward stroke)

For deep-down dirt and surface litter!

PILE-COMBING ACTION! For threads, cat and dog hairs!

RUG-BRUSHING ACTION!

For grooming nap, restoring colors! DEEP-CLEANING SUCTION!

(on back stroke) For stubborn ground-in dirt!

Bossom view of No 80 Carpes Nozzle.



LEWYT OFFICIALLY ENDORSED FOR DAILY VACUUMING by National Institute of Rug

Cleaning, Inc. ... official association of professional rug cleaners, owners and operators of professional rug cleaning plants.

Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

DO IT with

THE NO DUST BAG TO EMPTY

Sold through leading Canadian Distributors

Sensational new Lewyt No. 80 Carpet Nozzle actually has MORE suction power than an upright-MORE cleaning action than any other rug tool! Saves time, saves work, saves rugs! It's the greatest vacuum cleaner selling tool in years - announced this Fall by Lewyt's mammoth \$1,000,000 ad drive - biggest in all cleaner history!

1954 LEWYT BACKS DEALERS WITH MORE SELLING FEATURES THAN ANY OTHER CLEANER TODAY!

PIVOTS ON "CIRCULAR TRACK" BASE! Reaches wall-to-wall from center of room! No "swivel-top" to jam-won't tip!

NO DUST BAG TO EMPTY! Toss out "Speed Sak" a few times a year! Largest operating dirt-capacity, by test!

PERIPHERAL-SILENCER -NO ROAR! Quietest of all! Gen-tle hum won't fray nerves, wake baby! A Lewyt exclusive!

ALLERGY-PROOF FILTER SYSTEM! Traps dust even smaller than 4/100,000 of an inch! A Lewys exclusive!

SUCTION-CONTROL DIAL! Just like ironing, dial "wool rugs,"
"cotton rugs" or "drapes!" A Lewys exclusive!

LOCK-SEAL TUBES CAN'T FALL APART! Never leak dust or lose suction! They lock at the joints! A Lewyt exclusive!

NO EXTRAS TO BUY! Comes with all tools to clean floor-to-ceiling! Floor tools are metal-not plastic!

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-10, 84 Broadway, Brooklyn 11, N. Y.



BRAND NAMES were much in evidence at a series of shows conducted in southern Minnesota by the Rural Cooperative Power Assn. of Elk River. Appliance dealers got free display space at shows, sold 291 freezers in one campaign.



DEALER Amidore Hauff (left) of Anoka Radio and Appliance redeems a credit check handed out to a prospect during freezer show—proving that the parties, which featured demonstrations and free prizes, got customers.

Rural Co-ops

SELL FREEZERS FOR DEALERS

Six Minnesota cooperatives get together with their local power association to stage six weeks of freezer shows that sell a total of 291 units for the area's collaborating dealers

SOMETHING new has been added to the electric co-operative—and that something is enthusiastic liaison with branded merchandise, distributors and retailers.

As Edward Wolter, manager, Elk River Rural Co-Operative Power Association, Elk River, Minnesota, puts it, the spark plug that has made appliance campaigns go has been the coordination of all elements of the business, with the power company putting its shoulder behind the roll.

The co-operative feels that it can do this just as well as the private utility.

Founding fathers of rural co-operatives, whose passion was for private label goods, and who eschewed private business in all its ramifications, would turn over in their graves if they saw what Elk River is doing today.

Co-ops with a New Idea

The Rural Co-Operative Power Association generates electricity and sells

power to six co-operatives in south central Minnesota, serving about 26,000 farms and other consumers in about 26 rural trading areas. Built new in 1951, the generating plant has no low line voltage in its territory and is ready for load building.

This is a description of its freezer activity, but the same plan is being followed in promotions of laundry and water systems, ranges, blankets and other items.

Sinews of war for the freezer drive came from a \$1 contribution for each member by local co-ops, matched by the generating association. Furthermore, a prize of 300 kw.-hrs. of electricity was given to each purchaser of a range.

The drum beating started with a meeting of distributors in Minneapolis, all purveyors of well known brands. They were asked to line up dealers, put up door prizes, supply home economists. Shown were \$14,000 worth of advertisements and dis-

play material scheduled and paid for by the co-ops. Thirty newspapers were to carry the message. Frigidaire, Westinghouse, General Electric, International Harvester, and Crosley agreed to furnish girls for the demonstrations.

Six Weeks on Freezers

The freezer shows were held over a six weeks period. Saturation on freezers in the area is 21 percent, so it was not exactly a trail blazing job.

A dinner was given to local dealers

A dinner was given to local dealers and distributors in each place where a show was to be put on. Dealers were given free floor space, and the entire cost with the exception of their own ads was borne by the co-ops, who also provided a master of ceremonies.

Dealers averaged about two freezer sales per party, and sold about six per county. Some 291 customers bought to take advantage of the free electricity offer. This was accurately checked, as the dealer had to make out a cer-

tificate of purchase for each buyer.

Home economists found the most interest engendered by soup in ice cube form; whipped cream frozen on waxed paper and put in polyethelene bags, and freezing of bakery goods. About half those attending already owned freezers and wanted wrapping information.

While the number of freezers sold—291—in the first campaign was not enormous in comparison with the investment, it is felt by Mr. Wolters, George Morris, Ed Slebiska, Maurie Nelson, Beauford Johnson, Louis Brabets, and C. J. Brown, who head up the co-ops, that the barrier between private industry and co-operatives has been breached, and a way has been paved for future promotions to come.

To quote Mr. Wolters, who once

To quote Mr. Wolters, who once sold vacuum cleaners, the job is to make the community think electrically and steer its expenditures toward appliances rather than to new shingles on the garage.

ANOTHER "FIRST" FOR Raytheon

...the new history-making FIVE OF THE 40
TV CONDITIONS
COVERED IN
RAYTHEON'S
"SERVICE SAVER"



CONDITION 10

SERVICE SAVER

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Raytheon

"SERVICE SAVER"



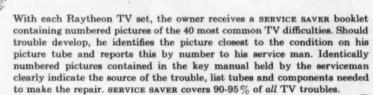
ITION 3



■ A Great Time And Money Saver For TV Service Men!

■ A Great Time And Trouble Saver for TV Set Owners!

A Strong Sales Exclusive For Raytheon Dealers!



REMEMBER: The SERVICE SAVER is a product of the same ingenuity responsible for the famous "How to Interpret What You See" and "How to Interpret What You See in UHF" training programs.

A FREE COPY of the new RAYTHEON SERVICE SAVER will be furnished on request to any recognized television dealer or serviceman. Just ask your Raytheon Distributor.





CONDITION 15



CONDITION 22

YOU'LL MORE IN 'SA

WITH RAYTHEON TV!

RAYTHEON

RAYTHEON MANUFACTURING CO., TELEVISION AND RADIO DIVISION, 5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

FARBERWARE

Only FARBERWARE has a complete line of

3 automatic coffeemakers!

It's so easy to clinch sales when you have Farberware Automatic Coffee Robots in all 3 sizes. With an assortment like this, you can satisfy every family or gift need . . . and trade-up to bigger unit sales and profits, too. They're all gleaming chrome over solid brass, handsomely designed for discriminating taste — and feature Farberware's exclusive Flavor Guard heat control that brews coffee perfectly every time . . . and keeps it hot without boiling.



the originator of the automatic coffee robot. See for yourself why Farberware satisfies more

... sells more!

FARBER, INC., NEW YORK 54,

through the peak Christmas gift Guide Bride

page magazine ads from now

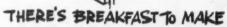
OCTOBER, 1953-ELECTRICAL MERCHANDISING

Woman's Work Is Never Done By REAMER KELLER























nd hair setting and MANICURING

8-AND DINNER TO GET

AND THEN HAVE TO LISTEN TO ROSCOE COMPLAIN ABOUT

He was so inexperienced that he didn't know outside selling was a thing of the past. So he racked up \$1500 worth of business his first week



THE FIRST CALL ever made by non-salesman Gilbert Rodriguez was on the manager of a small department who already had a TV set, but who introduced him to an employee who did not. Net result: one sale

Moral of the Dumb Salesman



A JEWELER turned out to be a prospect for an air conditioner. Rodriguez couldn't answer many of his questions, but got him to come to the store where manager Frank Van Ness closed the sale.

RANK VAN NESS, manager of the Superior Hardware and Ap-pliance Co., Harlingen, Texas, had both of his outside salesmen quit at the same time. They said there was no more money to be made from selling appliances. Frank suggested they put in a little more time cold canassing, instead of depending on leads they procured off the floor. This suggestion was a shock. Didn't Mr. Van Ness know knocking on doors was a thing of the past? Mr. Van Ness didn't know, but he held his peace and finally the two salesmen left.

Van Ness had had a young fellow working around the store. He knew the stock, he was readily likeable. His name was Gilbert Rodriguez.

Van Ness called Gilbert aside a few days after his appliance salesmen had

"You're no salesman!" Frank began. Gilbert shook his head.

"Good. You know what appliances we handle? I want you to go out and call on some local retailers up and down the street." Van Ness handed Gilbert a sales manual showing the various models of TV sets he featured. Just take this under your arm and show it to the people you talk to. Ask for the owner or store manager

"But what'll I say?" Gilbert stammered.

"Do vou know any store managers?" "A few."

"Call on them first. Tell them you working for Superior Hardware and Appliance Co. And that you'd like to show them these new TV sets."

That was all the instruction Gilbert

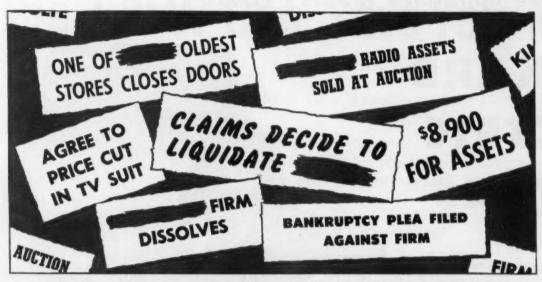
(Continued on page 124)



A HABERDASHER told Ridriguez he had a TV set, but asked if Van Ness handled freezers. Rodriguez knew little about freezers, but was able to say the store had a full line and persuade the hat salesman to come see them.



IN THE STORE, the haberdasher, under the sales guidance of manager Van Ness not only bought a freezer but also an electric broiler. Rodriguez' final sales score: 2 TV sets, 1 freezer, 1 washer, 1 air cooler, 1 broiler.



NOT ONE WOULD HAVE GONE BROKE

...if they had used the Bendix TV Finance Plan!

The Bendix Finance Plan means that you can give your customers

24 months to pay and you get all your money at once. It takes
the gamble out of TV selling.

RICHMOND BANKER REPORTS:

"Greatest increase in consumer TV paper since the advent of Bendix TV Finance Plan"

WRITE TODAY



BENDIX* TELEVISION & RADIO BALTIMORE 4, MD.

A DIVISION OF BENDIX AVIATION CORP.

- No reserve... no recourse!
- Gives you full sale price immediately.
- Allows you to operate with all of your working capital.
- No reserve deposit required from you by banks.
- You can accept paper for 24 month payment.
- The Bendix TV Finance Plan gives dealers complete protection against loss.
- Bendix guarantees you and the bank against loss through repossession.
- Pick up the phone and call your nearest Bendix TV Distributor! Get all the details today.

Bendix Televisio	n and Radio
Towson 4, Md.	
Gentlemen:	*
Please send me mo	re information about the Bendix TV Finance Plan
Name	
Address	
	State

GET THE FACTS... see why more and more appliance makers choose

PACKARD ELECTRIC MOTORS

The makers of motor-powered products gain in three ways when they choose Packard Electric motors specially adapted for use with their products.

First: Manufacturers get the right motors for their products . . . motors that fit the space, provide correct starting and operating torques, and have the proper construction for long service.

Second: Packard Electric motors are so dependable they help keep customers satisfied, help reduce complaints and servicing, and actually help increase product sales.

Third: Manufacturers get these specially engineered motors at low cost... due to Packard Electric's tremendous facilities for volume production.

So, if you have any motor problem, call on Packard Electric. Let Packard's engineers show you how you can gain with Packard Electric motors.



DISPOSAL UNITS . DRYERS . IRONERS . WASHERS . STOKERS . LAWN MOWERS



VENTILATING UNITS



MILKING MACHINES



CREAM SEPARATORS





BLOWERS . OIL BURNERS . COMPRESSORS . WATER PUMPS . BENCH TOOLS

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-SIX YEARS



Packard Electric Division

General Motors Corporation

Warren, Ohio

The LAW Can Save You Money

Recent high court decisions answer these four questions:

- IF YOU SELL A WASHER ON APPROVAL IN AN AREA WHERE A STATE TAX APPLIES, must you pay that tax?
- 2 IF YOUR ORDER OF FANS ISN'T DELIVERED ON THE DATE PROM-ISED, do you have to accept them anyway?
- 3 IF YOU PUT A FREEZER OUT ON TRIAL, what must the prospect do to legally inform you that he doesn't want it?
- 4 IF YOU SELL A TV SET ON TIME AND THE CUSTOMER SAYS IT'S NO GOOD, who gets stuck?

By LEO T. PARKER, Attorney at Law

URING the past few months higher courts in different localities have rendered several unusually important and outstanding decisions involving sellers of electrical appliances and equipment. These new decisions contain valuable legal information and suggestions as to how dealers, manufacturers and other sellers of electrical equipment may reduce and avoid liability.

APPROVAL SALES NOT TAXABLE

The Principle: Considerable discussion has arisen from time to time over the legal question: If a retail dealer sells electrical merchandise on approval must he pay the state's sales tax on merchandise not acceptable by the purchasers?

According to a late higher court

decision, the answer is no.

The Case: For illustration, in Kloepfer's Inc. v. Peck, 110 N. E. (2d) 560, it was disclosed that a retail dealer or seller was engaged in the business of conducting a retail appliance business. Part of the seller's retail operations involved what may be referred to as "approval transactions". Thus, when a customer desired to purchase a certain article, such as a television set or an automatic washer, the article was delivered to him on approval. No down payment was required of the customer and he was not obligated to pay for the article unless he later determined to keep it. If he did not approve of it, the article was returned to the seller and the customer was not obligated to pay the seller anything.

This legal question was presented a higher court: Is the dealer obli-

gated to pay a state's sales tax on all merchandise sold to customers on approval?

The higher court answered this question in the negative, saying:

"Obviously, if a transaction does not involve a "sale" within the meaning of the Sales Tax Act, no tax is levied. It is apparent that the mere transfer of possession of property is not a sale unless it is a transfer "for a consideration".

HOW LONG IS A SALES CONTRACT GOOD?

The Principle: A higher court recently decided two unusually important points of law pertaining to sale contracts. Generally speaking, if a seller fails to make delivery of merchandise on the promised date the purchaser is privileged, without any liability, to cancel the sale contract and refuse to accept and pay for the merchandise. However, this higher court held that if a purchaser requests a seller to make delivery of any of the merchandise after the delivery date in the contract has expired, such purchaser must accept delivery of the entire quantity of merchandise specified in the original order. Also, this court held that where the testimony of a buyer and seller is contradictory, a jury will decide whose testimony to believe.

The Case: For illustration, in Ap-

The Case: For illustration, in Appliance Distributors v. Mercury Electric Corporation, 202 Fed. (2d) 651, the testimony showed that the Mercury Electric Corporation was engaged in the manufacture, distribution and sale of electric fans. It exhibited a handmade model of this fan at a

show where it was viewed by representatives of Appliance Distributors, a purchaser. As a result of negotiations the buyer, on February 17, executed a purchase order for 1,200 fans at \$47.28 each, to be delivered as follows: 100 on the date of the execution of the order, and 100 on the 1st and 15th of each month thereafter.

After the purchase order was signed, the seller commenced to manufacture the fans. The first shipments were not made as scheduled. A short time prior to April 20, the buyer wired the seller requesting information as to when the fans would be shipped and 186 fans were shipped at once. These were accepted and paid for by the purchaser. On May 1, the pur-chaser notified the seller to suspend shipment until further notice. The seller completed the manufacture of the remainder of the 1,200 fans by July 1, but the purchaser cancelled the order. The seller wrote several letters to the purchaser stating that the remaining fans which had been ordered were packed and ready for shipment and requested shipping in-structions. No reply was received to these letters until September 14 when the purchaser's attorney wrote to the seller stating that further delivery would be rejected because the fans were of inferior quality. The seller sold the fans at a loss of \$6,494. In addition the seller claimed damages in the sum of \$5,826.12 for expenses necessarily incurred because of the refusal of the purchaser to accept

The higher court held that although the seller breached his contract in failing to deliver the fans on the dates specified in the original order, yet the purchaser had a new obligation to accept and pay for the entire shipment unless the purchaser proved that the quality of the fans was not inferior to the sample shown when the sale contract was signed. In this respect the court said:

"The defendant (purchaser) by requesting the shipment of the goods after the delivery dates provided for in the order and by later accepting them without objection, waived its right to object to the plaintiff (seller's) failure to deliver in accordance with the provisions of the order."

But some contradictory testimony was given. The purchaser testified that the fans delivered were not the same quality as the fan displayed when the contract was signed. On the other hand, the seller produced witnesses who testified that the delivered fans were the same as the sample fan.

The jury listened to all testimony and finally believed the testimony given by the purchaser and, therefore, held the purchaser not liable in damages to the seller for failure to accept delivery of the balance of the 1,200 fan order. The higher court approved the jury's verdict, saying:

the jury's verdict, saying:
"The testimony was in direct conflict and presented a question for the jury."

GOODS ON TRIAL

The Principle: A reader asks this question: "If a purchaser buys merchandise or equipment 'on trial', what situations may arise under which (Continued on page 126)

Dearbarn **AREA HEAT**

puts "barefoot comfort" in any



.. puts EXTRA SALES DOLLARS in your pocket!



If you want help in mapping your Area Heat sales drive, or if you need more detailed information on Area Heat, write, wire or call. Be sure you take full advantage of this tremendous sales opportunity!

REGIONAL SALES OFFICES:

- Morchandise Mart, Dalias, Texas 5830 North Poiaski Road, Chicago, Ill. 513 Glenn Building, Atlanta, Ga. 303 Merchandise Mart, Kansas City, Mo. 3625 South Grand Avenue, Los Angeles, Calif. Morchandise Mart, San Francisco, Calif.

When you tell your customers how easy it is to have "barefoot comfort" in their homes, they'll go in a big way for Dearborn Area Heat! And when you sell Area Heat, you're stuffing your pockets with extra sales dollars! For Area Heat sales are multiple sales-not just a single Dearborn Heater, but 3 to 6 heaters per sale, each equipped with a Dearborn Automatic Control.

Area Heat is a sure-fire profit-maker if you build a fire under your sales force. There'll be plenty of national advertising to back you up: ads in Saturday Evening Post, Better Homes and Gardens, Holland's Magazine, Sunset, and Small Homes Guide and other top magazines-all selling Area Heat.

Don't waste time or you'll be wasting profits. Get busy now planning your Dearborn Area Heat promotion. Then plan on the biggest sales year in your history!

earharn_STOVE CO.

1700 WEST COMMERCE ST. . DALLAS, TEXAS



THE HOOK for John Barker's stepped up direct mailings is a metal desk calendar with a serial number on Here he places order for 3,000 units with Brown & Bigelow salesman Roy Burdy (left).



AT A COST of nearly \$600, Barker mailed calendars in December to all the firm's old customers. Prospects were asked to return a card with the calendar serial number and thus qualify for monthly drawings.



THE FLOOD OF responses was immediate. Over 1900 of the 2700 cards mailed were returned within three weeks and business during the month of December increased \$4,000 and has risen steadily ever since.

DIRECT MAIL - with an Angle

Barker & Stampfel of Euclid, Ohio, make sure that their monthly direct mail pieces get read through the simple expedient of including information that they know their prospects will want—such as whether they won a \$50 drawing



MONTHLY DRAWINGS, the winners of which are announced in monthly mailings, insure that Barker's direct mail does not get thrown into the wastebasket without a reading. Contestants do not have to be present to win.

BECAUSE dealer John Barker has learned that people like a promotion with a sense of gamble to it, business is increasing for Barker and Stampfel Appliances, 22068 Lake Shore Blvd., Euclid, Ohio.

Last July Barker was thinking about ordering some calendars and wondering how to get more business with them. He talked it over with a salesman from Brown and Bigelow and decided to mail out metal desk calendars with a serial number on the back. Former customers who received them would return a card to the store telling what their number was and thus register for monthly drawings of \$50 in merchandise value.

The promotion letter and the calendar was sent to 2700 former customers. Within three weeks, Barker had received replies from 1900. Many more came in within the next six weeks.

"It was a great surprise to see such a response," says Barker. "My gosh, I'd have been surprised to see half that many. More important, of course, was the response sales-wise.

"Traffic increased in the store from these old customers. At least 300 persons came in that I wouldn't have seen otherwise," Barker adds. "And seen otherwise," Barker adds. "And I'd say at least 50 percent of them purchased something."

Barker wanted to do more than

just give out calendars. First of all, he wanted to increase his direct mailings and the gimmick of a monthly drawing insures that they'll be read. Each month he announces the drawing winner in direct mail that also advertises the special for the month. Instead of three or four mailings, he'll have 12. And in December the final drawing will be worth \$300.

Good Followup Needed

Barker believes that any plan like this would fall flat without a good followup. The monthly direct mail-ing will give it that. The calendar brought over \$4,000 in increased sales in December, but also brought home one sad point to Barker: some former customers had forgotten him when they bought their last item. One man remarked on receiving his calendar that he was sorry that he had forgotten the firm when he went out and brought a washer and dryer.

"The expense of our calendar project might be misleading," Barker con-"It shouldn't be, as the results tinues. more than make up for the extra expense. The calendar mailing cost as follows: Envelopes for letters \$30.00, Stationery \$60.00, Calendars \$307.30, Postage for calendars and letters

\$134.00, Addressing labor \$50.00. "The expense for newspaper advertising would not be as effective and the results would be very hard to measure.'

SMALL BUSINESS:

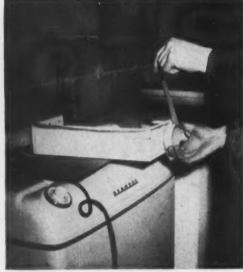
Venting Clothes Dryers

Heat, moisture and lint worry about one out of five purchasers of clothes dryers. They call the dealers who sold the appliances to them, and wonder if something cannot be done about it.

wonder it something cannot be done about it.

This was the handle seized upon by a young Minneapolis mechanical engineer to get himself started in business. He vents clothes dryers. Graduated under the G.I. bill of rights, Robert B. Klein operates from his home at 5521 Code Ave., Minneapolis. The equipment used is standard except for a hole saw. He has found that little capitol is needed, that he can handle three jobs a day and that dealers throw him work.

His simple technique is illustrated in these sequence photographs on venting a clothes dryer.



FIRST STEP in dryer venting as practiced by Robert Klein is to caulk the lint box so that no air will leak into the house.



BOX is attached to rear of this particular clothes dryer with metal screws. The top of the box lifts up to permit lint removal.



A LONG DRILL that will penetrate either wood or brick is used to punch a locator hole in the foundation of the house.



DRILL HOLE reveals spot on outside of house to go to work with electric hole saw—the only special tool required on the job.



VENT HOOD slips into basement through the hole. Sometimes Klein puts the vent pipe through a window pane.



ALUMINUM PIPE is measured and cut to proper lengths for connections between dryer and outside bond.



PIPE SEAMS are hammered tightly together to prevent any air loss which might occur in a length of long iron pipe (a mandrel).



FINAL AND IMPORTANT step in completion of the job is to call housewife and instruct her in the removal of lint.

End

SELL THE LINE THAT HAS EVERYTHING!

MIMAR DYNAFANS Combine Quality, Flexibility, Power and Smoothness at Prices Customers Go For

Winter . . . summer . . . fall . . . or spring, with the complete Dynafan line you're bound to have more sales, faster turn-over, less inventory and more satisfied customers. That's because there are sensational high-velocity Dynafans to cool ... warm ... or ventilate any part of a home or business structure from basement to roof.

Put EXTRA profits in this year's sales with Mimar Dynafans and heaters! Here are five popular numbers from the complete line. Study the specifications. Note the amazing values. Then get your order in. Wire or write direct today.



AND NOW! 2 BRAND NEW **MIMAR HEATERS** TO WARM UP SALES!

MP 205 TC DeLuxe Fan Forced Heater Thermostatically Controlled

Beautifully designed and smartly finished in three dimensional baked enamel plus chrome trimmings. Thoroughly efficient.

New thermostat control permits selection of desired degree of eat... controls output ("on" and "off") without further attention.

A must for baby's room and wherever constant warmth is desired. Safety switch automatically turns off fan when tipped over.

Height - 13½", depth 6¼", width 11".

Individually packed weight 11# packed 6 to a shipping carton.

List price: \$28.95

An economy model built to the same general specifications as MP 205 TC but without the thermostat and chrome trimming. Gives unequalled top performance at low cost!

Safety switch automatically turns off fan when tipped over.

Height-13", depth 64", width 11".

Individually packed weight 10# packed 6 to a shipping carton.

List price: \$18.95

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

MP 300 A Deluxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. Versatile – cools, heats, ventilates. 17" high, 10" deep, 14½" wide. Up to 1040 cubic feet per minute. Tiltable.

List price: \$31.95



MP 212A Fan-Heater

Versatile – cools, heats, ventilates. Per-fect for year 'round use. 15 7/16" high, 7" use. 15 7/16" high, 7"
deep, 14 1/4" wide.
Ideal for smaller
rooms and hard-toheat-or-cool corners.
350 cubic feet per
minute. Fully protected. Tiltable.

List price: \$24.95

MP 25 Mimarvel **Hair Dryer**

The Mighty Mite on your Sales Sheets! Completely versatile. Heater, Dryer, Cooler. Tiltable, portable. Light portable. Light and handsome. Length 11", height 9½", width 5½". In dividually packed weight 8# packed 6 to a shipping carton

List price: \$19.50



Branches: El Monte, Cal.—Chicago, Ill.



3 GOOD SIGNS TO FOLLOW



PRICE LEADERS IN EVERY BRACKET!



CAPEHART POLAROID° PICTURE SYSTEM

for a new dimension in picture viewing





Today's Hottest, Newest, and Most Sensational

CLOCK-RADIO

"The Executive"

\$ 3 09

Lock de

The 2-page spread inside will appear in DEC. 5

The Saturday Evening

See what See what Mc Graw Electric is doing to pep up your gift sales!

We're using the Post to show your customers a complete array of gift ideas!

Here is an attractive ad with a *belpful* slant. It offers 21 wonderful solutions to the big problem most everyone's faced with from December 5th on.

Remember, a great many people in your area will see this ad. And lots of 'em will do something about it. So check with your distributor now. He is ready to supply not only merchandise but a variety of aids to help you sell it!

THE POST AD INSIDE ... PLUS

53 ads in 13 national magazines - A total of 151,867,872 messages!

Saturday Evening Post

Look

Better Homes & Gardens

McCall's

Country Gentleman

House & Garden

House Beautiful

Holiday

New Yorker

This Week

Modern Bride

Bride's Magazine

Guide for The Bride

Look side!



A perfect present for everyone in this family of fine gifts

Somewhere in this galaxy of Christmas gifts your eye will light on the perfect present for everyone on your list.

McGraw Electric Co., maker of the famous "Toastmaster" Toaster, presents this wide selection of electrical gifts. They give the pleasure of better living . . . to so many in the family . . . for so long.

That makes your gift dollar go further . . . and within a down-to-earth price range of only \$5.95 to \$53.95!

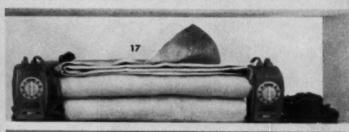
McGraw Electric housewares are known for quality wherever electricity is used. So check these give-with-pride gifts now. Make your selections. Then tear out this advertisement and take it with you when you shop.

That way, you'll avoid a lot of gift-shopping lost motion. McGraw Electric housewares are on sale or can be ordered wherever electrical appliances are sold.



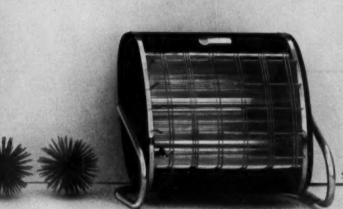












Finish your shopping faster and fresher. Check your selections here. Then take this advertisement with you as a shopping guide.

TOASTMASTER

1 New Super De Luxe Touster. Distinctly different! Automatically lowers bread, toasts it, raises it . . . all by itself! World's newest toaster. \$27.50 2 Automatic Toaster. For perfect toast; light, dark, or in-between. Easy-to-clean crumb tray ... \$23.00

MANNING-BOWMAN

- 4 2-Piece Corn Popper. Pops 11/2 qts. of popcorn. Stove can be used separately. Clear cover . . \$9.95
- 7 Combination Grill. Bakes 2 waffles or toasts 2 sandwiches. Heat indicator in cover \$14.95

EVERHOT

- EVERHOT

 11 De Luxe Rouster Oven. Roasts up to 24 lbs.
 18-qt. liquid capacity. Exclusive cover lifter. Opens, closes, locks cover. Holds it open where wanted.
 \$44.95 Enameled steel cabinet with casters, \$21.95

 12 Rooster Oven. Cooks, roasts, or bakes automatically. Roasts 24-lb. fowl. 18-qt. liquid capacity.
 \$37.95 Utilitable.
 \$6.95

 13 Timer Clock. Automatically turns current on or off—15 min. to 5½ hrs. For any appliance. \$12.95
 Breiler-Griddle Attachment (not shown) can be used with either roaster.
 \$9.95

- 15 De Luxe Automatic Roasterette. Roasts up to 9 lbs. of meat or fowl. Automatic thermostat controls heat. 5-qt. aluminum inset pan.....\$21.95
- 16 All-Purpose Rousterette. 3-qt. removable in-set pan holds 6-lb. roast. 2-heat control. Cooks, bakes, roasts. White baked-enamel finish. \$11.95

TROPIC-AIRE

- 17 Electric Blanket. "Comfortrol" automatically maintains warmth. Illuminated dial shows setting. 6 gorgeous colors. Gift case and storage container. Single and double-bed sizes. \$42.95 to \$53.95

 18 Electric Shoet. Mercerized and Sanforized percale. 5 smart solid colors, one rich flowered pattern. "Comfortrol" automatically guards warmth all night. Smartly packaged. \$31.95 and \$39.95
- 19 Fan-Type Heater. Heats average bathroom, nursery, or living room corner—fast!....\$12.95 20 Heater & Air Circulator. A heater, a fan, an au circulator in one. Miracle Disc regulates air. \$23.95
 - 21 Ray-Vector Heater. A most efficient heater. Rotates easily from vertical to horizontal. \$17.95



McGraw Electric Company

TOASTMASTER . TROPIC-AIRE . EVERHOT . MANNING-BOWMAN



1 the Magnasonic

Specially created to bring your customers a new world of sound reproduction, the Magnasonic offers you four great new selling features: 1. Four High-fidelity Magnavox speakers (two 12" and two 5"). 2. Powerful, balanced amplifiers with 20-watts of undistorted push-pull audio power. 3. Three-speed Magnavox Record Changer with exclusive Pianissimo Pick-Up. 4. Genuine mahogany cabinet Only \$198.50

2 the Playfellow

The most sensational high-fidelity table model phonograph ever developed, with a tonal range and sound output superior to most consoles. Equipped with two 6" high-fidelity speakers, three-speed changer and Pianissimo Pick-Up!

Magnavex
high-fidelity phonographs

The Magnavox Company, Fort Wayne 4, Indiana • Makers of the finest in Television and Radio-Phonographs

The Reader His Mark

HE ABC that appears in the symbol at the top of this page stands for Audit Bureau of Circulations. The symbol itself is an emblem of cooperation, in which every subscriber to this magazine has an interest.

The Audit Bureau of Circulations is a voluntary, non-profit, cooperative association. It was founded in 1914 and now consists of 3450 advertisers, advertising agencies and publishers in the United States and Canada. This magazine is proud to be a member.

ABC originally was set up to help take the racket out of publishing, to eliminate the waste and guesswork then so prevalent in publishing and advertising, to establish order and confidence in place of the misunderstanding and misrepresentation that arose from unverified circulation claims and dubious circulation practices. Its mission was to protect the interests of both readers and advertisers.

This it defining the term "paid circulation." Then it established standards and rules to govern subscription sales practices and records. Finally it set up an auditing organization to verify the claims and report the facts concerning the circulation of each member publication. It now maintains on that job a working staff of sixty-five full-time auditors. So the ABC symbol has become the hallmark of circulation standards and advertising values. Each member publication must maintain those standards if it wishes to retain its membership and display the ABC symbol.

This ABC audit is no perfunctory affair. When a business publication, such as this one, becomes a member of the Bureau, it agrees that the auditors shall have "the right of access to all books and records." Their inspection, therefore, may cover any part of its operations. Original subscription orders, payments from subscribers, paper purchases, postal receipts, arrears of payments, and many more items are painstakingly checked by the auditors. In many instances they

go behind the records to seek verification from subscribers themselves as to the terms of their subscriptions.

N DOING ITS JOB, ABC has created many values for both publishers and readers as well as for advertisers. That is because the publication that becomes a member of ABC thereby offers the strongest possible guarantee of its primary devotion to the interests of its readers. The function of a business magazine is to be useful to its readers. When this service is rendered by an ABC publication, it is constantly subject to the practical test of reader acceptance and approval. As each subscriber has the right to purchase or refrain from purchasing an ABC publication, that collective right confers upon the readers the power to say whether or not the publication will survive. Thus the report on its ABC audit provides the most direct assurance that a publication stays in business only because of a voluntary demand by readers who find its editorial service responsive to their needs.

Naturally, the editor of each business publication follows closely the score thus racked up by his paper in its ABC reports. In the scope and tone of his editorial coverage and treatment, in the selection and presentation of his editorial content, he must constantly labor to maintain and enhance the readers' acceptance of his efforts. That is why the editorial standards established by ABC publications set the editorial standards for all publishing. That is how the ABC constantly stimulates its member publications to become even more useful to their readers.

AND THAT IS WHY the ABC symbol has become the Mark of the Reader, a constant reminder that his willingness to pay for an ABC publication is the acid test of its value both to him and to its advertisers.

McGraw-Hill Publishing Company

Sell the Demonstration and You Sell Water Softeners

CONTINUED FROM PAGE 85 -

shows in Public Hall, we have a big booth and demonstrate how much people can save by having soft water. For instance, with Cleveland city water, it takes about ten times as much soap to make the same suds as it would in soft water. Besides, when you've put that much soap in water, it makes a scummy looking water.

"In our demonstration, we point out

"In our demonstration, we point out the many other savings in using soft water. Take the statistics based on a family of four in 1951:

	arly	Percent Saved by Using Soft Water	Dollar Value of Savings
Washables Soap & cleaners	\$900 \$300 \$ 60	2 % 25 % 80 %	\$18 \$75 \$48
Plumbing, heat, fuels	\$ 70	35%	\$25

"There is an annual saving of \$166 or \$13.83 a month. If they bought a water softener and paid \$8 a month, they could buy their own unit in less than two years and save money, too."

"Home owners in our area who draw their water from wells have a more serious water condition than their city cousins," says Wilson.

cousins," says Wilson.
"There aren't two wells that are alike. We have to test each one for the hardness, acidity, and iron content

in order to recommend the proper water conditioning. Since a lot of our business comes from people on the fringe of the city, we developed our own 'scavenger' to get water out of a well before they put in a pump. We made up a reel (with a weight) that will let the 'scavenger' go deep enough to get a true sample. That way we get an overall picture of the real water condition.

"Too, we have our own portable iron and sulphur removal unit. We can attach it to a customer's kitchen sink and demonstrate how to remove the taste and odor of sulphur and iron.

"Then we made a roll carrier for the back of our salesman's station wagon, making it easier to carry softeners along with him. Thus we can make immediate delivery when the sale is made."

Go After Renters

Wilson Water Conditioning Co. likes to go after the prospect who has been using a rental softener service. The renter already knows what soft water is, and knows he can't, or won't, do without it. Thus, it isn't necessary for Wilson to educate him.

Father's Pride

sharpens knives professionally right at home!

The Cory Electric Knife Sharpener is the gift that's unusual but useful. Just plug it in . . . draw the knife quickly through and zzzzzst . . . your blade is sharpened perfectly!

Sharpens every knife . . can't hurt any knife.



Meet us at Booth 623
Refrigeration & Air Conditioning
Exposition.



What he does do is to point out the various disadvantages in renting. These include:

1. The fact they are paying for something they will never own.

2. They must be at home when the company makes the monthly or bi-weekly delivery of replacement cartridges.

3. If they use too much water, they run out of soft water. Sometimes a family will use more water than the rental softener can treat without replacement. And most rental firms won't make a special trip.

4. Deliverymen can make a mess in the house.

5. There is no assurance that you will always have rental service, because if renters drop off in your territory, the rental company may discontinue the rental company may discontinue the rental company may

tinue the route.
6. Rent is almost equivalent to monthly purchase payments (approximately \$5.20 as compared to \$8).

Uses Yellow Pages

"A lot of our customers are former renters," Wilson continues. "When they lost their rental unit or thought about buying instead of renting, they looked in the classified phone book and saw our big display ad under Water Conditioning. In fact, we get about 15 percent of our prospects from telephone book advertising. We get about 25 percent of our prospects from telephone solicitation; 5 percent from store traffic; 5 percent from satisfied customers; 25 percent from our

displays at shows and fairs, and 25 percent from salesmen canvassing.

. Make Only One Call

Wilson believes that if a prospect is really interested in a softener, they can sell him on their first call. He has supplied each salesman with a picture presentation that tells the whole story. It shows how the rain seeps through the earth and becomes hard. The various savings and improvements in their home life are stressed: dishes become cleaner and sparkle; automobiles dry without streaks; hair becomes lustrous; 25 percent of coffee is saved; there is a 90 percent soap saving; complexion is clearer; and clothes last longer after many washings.

Newspaper Clippings Help

Also included in the kit are numerous clippings from Cleveland newspapers and national magazines. "People don't know us, and find it hard to believe what we say," Wilson points out. "But we know they are impressed with the various articles which tell of soft water benefits. After all, these periodicals have no ax to grind. We have testimonial letters, and a list of all the laundries, hospitals and restaurants in Cleveland that use our unit."

Following the pictorial presentation, Wilson's salesmen put on an actual demonstration of soft water in the prospect's kitchen. He uses a small portable softener demonstrator, now





Their Salesmen Own Half Their Trade-Ins

CONTINUED FROM PAGE 87 -

ship of trade-ins for last six months). Here is what Jett pays for cost of salesmen: 1949, 6.02%; 1950, 10.06% (paid up to 10% on some items this year); 1951, 6.29%; 1952, 7.58%.

Half the cost of parts and labor to refurbish refrigerators and appliances, is paid by the salesman. The store furnishes delivery, financing and in the case of repossession, half of the repossessing cost. Here are examples:

High Salesman

Total trade-in sales. \$9,394.55 Allowed for them. 6,998.16 Cost of repairing

units...... 360.00

Net profit.... \$2,036.39 (to split with firm)

Middle Salesman

Total trade-in sales. \$4,381.55 Allowed for them. 2,320.35 Cost of repairing

units....... 133.44

Net profit.....\$1,927.76 (to split)

Low Salesman

(worked for only 4 months, and first experience with the system.) Gross trade sale...\$2,172.00 Allowed for them. 1,834.00 Cost of repairing

units...... 135.92

Net profit...... \$202.08 (to split)

"Even when you don't know much about this system, or haven't used it very long, it pays off," says Jett. "The store always gets full list, and the salesman always gets full commission on all sales. It is successful beyond the wiklest dreams of most salesmen or dealers."

Jett's advertise trade-ins in the wantad sections of the Lexington newspapers. The cost of these ads is not charged to sales. They cost only about \$15 per month, and bring in enough new business to warrant charging it to the store's advertising budget instead of to the salesmen.

"There are many advantages in the joint ownership," Jett concludes. "They are:

 The salesman is personally interested in selling the trade-in because of his stake in it.

2. It is not left as an orphan while the salesman is spending his time trying to make new-unit sales. The salesmen work to clear it off the floor at a profit.

3. Accepting trade-ins is not a drawback as it is when the unit belongs to the firm alone. Sometimes a trade-in unit will come back three of four times and result in a new sale each time before it finally ends up as a junker."

supplied by the manufacturer, The F. E. Myers & Bros. Co., that can be attached to the kitchen spigot.

"Just let a housewife wash her hands in soft water," says Wilson, "show her other advantages by actual demonstration, and she's on your side.

Good to the Last Drop

"An effective stunt we pull in each home is to make a pot of soft water coffee for the prospect. When they taste the delicious difference, in addition to having the saving in mind (if they previously used 6 tablespoons, we tell them to use 4½)—they are sold.

"Our final sales step is to go into their basement, suggest where the softener unit should go, and ask them whether they want the semi or completely automatic Myers softener.

"If we can't convince them in one call of an hour and a half, or two hours, they will never buy," says Wilson. "There are too many prospects to keep wasting time on followups. Our competitors may go after them, but we don't. And with our demonstration equipment, and our pictorial presentation, the prospect can't help but know the facts.

"One thing we don't do in our sales story is give out the complete price," Wilson adds. "We always just mention the monthly payment figure. If the man asks us for the complete price, then we'll give it."

About 75 percent of Wilson Water Conditioning sales are on the 50,000 grain softeners. Average price, about

\$259 and \$35 for installation. Wilson averages about 8 sales a week.

"We are equipped to sell and engineer a complete water system. Our salesmen have had schooling on pumps and water conditioning, and we can design a complete water system for the customer's own well, at the proper pressure, and supplying crystal clear water."

Display in Stores

Wilson employs another method of displaying his Myers softeners. They have placed a softener on the floors of several suburban hardware stores. When a lead comes in from one of these dealers, they pay him a small commission. If no leads result after several months, they remove the softener and relocate it. Over 15 units were sold from such displays last year.



Perk Up

your table...perk perfect coffee!

The new Cory Perc is the sauciest
new percolator you ever saw! All sparkling,
heat-resistant glass in a graceful Swedish
modern design. Makes guests sit up and admire your

lovely table . . . your wonderful coffee! The Cory Perc makes coffee that tastes just as good as it smells!



Mr. Dealer-

make New Friends and Quick Service Profits



Sell the SUPER HIGH-SPEED



NOW AVAILABLE FOR SERVICE & MODERNIZATION

Watch customers come flocking when they find out you stock the Super High-Speed Chromalox Rockets! With all the emphasis on high speed cooking, homemakers have wanted a High-Speed Unit! Now for the first time—you can offer them a really

super high-speed unit and pick up some easy business servicing and modernizing electric ranges. Units install in minutes . . . a screw driver and pliers are the only tools you need to make a fast and easy profit!

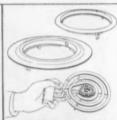


High-Speed Chromalox



HEAT SAVER

Chromalox "2-Units-in-1" fits heat to small utensils, saves up to 45% of elec-tricity cost, keeps kitchen degrees cooler.



TIME-SAVING SERVICE

Only a few adaptor rings are necessary to fit the completely assembled Chrom-alox elements to all range

The only super high-speed range unit for ALL electric ranges

AT YOUR CHROMALOX DISTRIBUTORS

WRITE FOR ROCKET DATA SHEET AND SALES HELPS

CHIROMALOX EDWIN L. WIEGAND COMPANY
7525 THOMAS BLVD. PITTSBURGH 8, PA.

TV Sales Get Tougher

CONTINUED FROM PAGE 88

One of the industry's chief troubles is price-cutting. It is one of the most mentioned comments from the dealers and, according to the survey, almost half of them (49.8 percent) find it worse this year. Says one dealer, The wild trading of many dealers has encouraged buyers to demand ridiculous prices for their trades. We are forced in many cases to let sales walk out of our store rather than compete with these out of line allow-ances." About a third report that it About a third report that it has not changed much either way. One dealer even voiced the thought, "discount selling is curable . . . if all dealers would know their costs on each item including percentage of expense.

Many First Time Sales

But something that may open the eyes of many a TV salesman is the fact that many of the customers buying television are still first-time purchasers. Some 62 percent of the dealers reported that 10 percent or less of their TV sales are to people who already own one set. The hue and cry that this is a highly penetrated market with only replacement sales does not jibe with this finding.

And following up on this same angle, some 43 percent of the retailers claim to use trade-ins on less than 10 percent of their sales . . . a small amount. But where a customer does already own a set, few of the prospects leave it at home as the well known "second set." The survey reveals that 60 percent of the dealers back this finding with only a few working the second set angle. Thus when a person does already own a set, it is pretty sure

to be involved in a trade-in deal.

UHF and Its Problems

The problems of ultra high frequency in television is just now reaching a sizeable group of the dealers. Over one quarter of them gave the affirmative nod when asked if they had UHF in their area. And out of the 56 dealers who report UHF reception, 30 think this reception has been satisfactory. But a third of the UHF dealers, which is a good sized seg-ment, shake their heads and report that UHF reception has much room for improvement in their particular locale. Typical is the comment of one dealer who says, "Although sales so far this year are behind last year's ... we feel this was mainly due to poor timing on the opening days of the new UHF stations and the ensuing problems which took time for both the station engineers and local service people to iron out. However, now telecasting has been tremendously improved and in addition, most dealers now have quite a thorough understanding of what consists of a good UHF or VHF type of installa-

As far as making an effort to attract conversion business just over half of the dealers in UHF areas went out after this added bit of business.

Service Facilities

When we queried the dealers as to their ability in operating TV serivce facilities, about 31 percent of them claimed to break even. Those that make money and come out ahead and those that lose on service seem to be (Continued on page 118)



Boost Your SALES Volume

WITH SENSATIONAL LOW COST CABINETS

Nationally Advertised

More than 10,000,000 buyers will see WALTERS ads during November and December in BETTER HOMES & GAR-DENS, AMERICAN HOME and GOOD HOUSEKEEPING. Your customers will be pre-sold en WALTERS. BE READY TO LET. 'EM BUY!



The AMERICAN HOME



STORAGE PLANNING AIDS



24-page booklet, "How Low Cost Cabinets Can Modernize Your Home" is available to consumer for 10c. It sells WALTERS Cabinets for you for every room in the home. BE READY TO LET 'EM BUY!

FREE MAT SERVICE AND MERCHANDISING AIDS

The most complete mat service in the industry, plus hard-hitting point of purchase merchandising aids, will let you reap the benefit of this national comparise. BE READY TO LET 'EM BUY!



Steel Jashimed

"INSTALL 'EM YOURSELF"



Guaranteed by Good Housekeeping

ONLY WALTERS Can Offer You

★ Such a low-priced high mark-up line. You buy it direct.

- * Heavy gauge steel.
- * Glistening chrome hardware.
- ★ Sound-deadened doors.
- ★ Genuine FORMICA tops with stainless steel moulding.
- ★ Gleaming white enamel baked on.
- ★ The quality of cabinets costing twice as much.... WALTERS has the Goodhousekeeping Seal.
- Radial action (pat. pend.) concealed hinges.
- ★ Slide-easy drawers.



Three Series of Wall, Base and Utility Cabinets













for full information and

Walters Manufacturing Co., Dept. E Box 292, Pittsburgh 30, Penna. Please send me full information on WALTERS cabinets and my copy of WALTERS Steel Pashianed Pocket Manual.

NAME

STORE NAME

ADDRESS_

CITY__

ZONE_STATE

NOW FINISTIN

What Does That 1 Mean To You?

Motorola is now first in the industry in sales of home, clock, portable and auto radios. And that means you profit from Motorola's position in the industry. For you know that this leadership is assurance of a continued line of products that are designed to sell, to "sell-on-sight."

STYLING

Styled with eye-appeal, engineered with customer-satisfaction in mind. Here are the radios made to suit every demand—assuring you fast turnover that means profits every month of the year!

Watch Motorola for newest ideas in radios—for new advanced styling. For example, Motorola is setting the pace with its trend toward continental styling, the smartest note in interior decor. And Motorola leads the industry in attractive colors, handsome lines, gleaming yet rugged finishes.

IN RADIO ENGINEERING

You can offer your customers the greatest advances in radio. Offer them such firsts as these: new Extended Tone Speaker, new Placir chassis, new Hi-Fidelity System.



Old Speeker. Protruding magnetic core behind speaker cone means small speaker, poor tone quality.



Extended Tone
Speaker, Motorola
placed core within speaker for 43%
bigger speaker,
far better tone.

Sub-Miniature
Tubes. Minimum
of space yet greatity outlast normal
tubes, drain little
battery current.

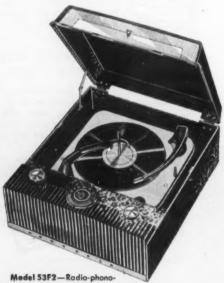


Placir Chassis.
Complicated wiring system is plated into plastic for trouble-free performance.





Model 53C1—Lowest price ever for clock, radio, alarm, timer all in one.



Medel 53F2—Radio-phonograph, 3 speeds. Motorola Hi-Fidelity system gives magnificent Hi-Fi tone, low cost.

Motorola Radio

RADIO SALES

Model 63X—Continental style

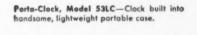
leader with new Extended

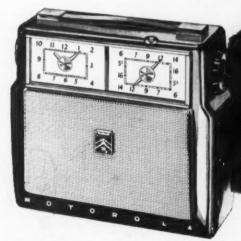
Tone Speaker.

A IN FEATURES

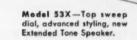
Here are the features that mean sales for you—that mean more radio sales per family—that make Motorola radios and portables, clock radios among the most popular gifts of the day.

There's the Motorola Porta-Clock radio—an accurate clock built right into the lightweight portable case. There's the Extended Tone Speaker of the new radios. There's the magnificent Hi-Fidelity system built into the new Motorola radio-phonograph at a price everyone can afford.





Motorola

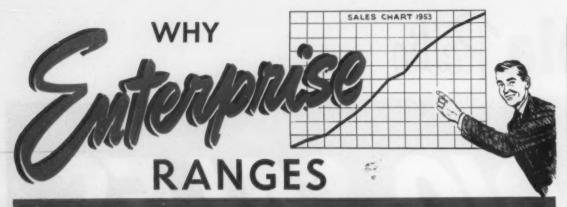


WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

10 12 14 16

ELECTRICAL MERCHANDISING-OCTOBER, 1953

PAGE 117



Mean a BIGGER PROFIT RANGE for you!

SHOW any woman these up-to-the-minute Enterprise features and your sales are on their way up.

WAIST-HIGH BROILER . . . rolls forth when door is opened . . . broil while baking . . . no stooping . . . no burned fingers.

PORCELAIN ENAMEL CHASSIS . . . built to last a lifetime . . . single rigid unit . . . will not rust.

LIFETIME GUARANTEED TOP BURNERS . . . non-clog aluminum-alloy burner heads . . . many cooking speeds . . . easy to clean.



Serving a value conscious America for nearly 100 years

PHILLIPS & BUTTORFF MANUFACTURING COMPANY

NASHVILLE 3, TENNESSEE

TV Sales Get Tougher

- CONTINUED FROM PAGE 114-

about even percentagewise, 20 percent of the total 203 dealers in each of these categories.

On the much discussed question of color in TV's horizon and its effects on today's sales, about half the dealers (55 percent) had some inquiries from prospects on color. "Color TV has become more of a problem in the last two months than for some time. Too much publicity on color too soon," said one dealer. But very little holding back on the part of customers was noticed by half of the dealers.

"We actually do not know to what extent the prospect of color TV is retarding business," volunteered another. "We probably never see those people most concerned about the advent of color."

Interested in Hi Fi

The TV-radio dealer, when the name of high fidelity or "hi fi" pops up during his merchandising day, is very apt to show keen interest.

There's a lot of difference between having a natural bent for the electrical appliance business—and being crooked.

Already some 29 percent are carrying hi fi in their establishments. And of these 59 out of the 203 dealers, almost all (93 percent) are selling the brand name packaged hi fi units. The more elaborate custom installations are handled by some 28 percent of those dealers working with hi fi, but the obvious advantages of the packaged setup seem to appeal to the appliance, radio and television merchant.

Some of the dealers intend to remain on the sidelines at present. As one put it, "We don't handle anything until there is a worth while demand for it. We're watching hi fi progress with interest." And this interest is shown in the fact that of the 137 dealers who did not handle high fidelity at the time of questioning, 28 percent plan to carry it in their stores pretty soon.

—End



"ONE CHRISTMAS TREE BULB ... ANYTHING ELSE TV SET ... RANGE ... FREEZER?"

are you hiding something?

Are your hiding merchandise from passersby? You have only 9 seconds to show a pedestrian what you sell. That's how long it takes a prospective customer to walk by your store (and on to somebody else's).

So the more you show in that 9 seconds, the more you'll sell.

That's why you need a Libbey Owens Ford Visual Front. It puts your whole store interior on display. Talk to your L·O·F Glass Distributor or Dealer about making your storefront really work for you. He can give you an estimate. He can put you in touch with local architects and contractors who specialize in storefront work. And he knows local codes and conditions.





For a modern VISUA LOF RONT see your nearest

LIBBEY · OWENS · FORD
GLASS DISTRIBUTOR

He has this complete line of storefront materials:

- 1. L·O·F Polished Plate Glass.
- Thermopane* insulating glass to reduce steam and frost on windows in winter.
- 3. Tuf-flex* Doors for unobstructed visibility.
- Golden Plate to reduce fading of displayed merchandise.
- 5. Vitrolite* glass paneling for exterior beauty.
- Mirrors of L·O·F Polished Plate Glass to enlarge and brighten your store.

Mail the coupon for your free copy of our booklet on Visual Fronts, and for the name of your nearest L·O·F supplier.

80103 Nicholas Toledo 3, Ohio		
Send me your bookle	et on Visual Fronts and the nam	e of the nearest L-O-F Distributor
Name	(Please Print P	lainly)
Address	1	***************************************



The initial Tide order was placed in 1950, after H. Koplon, General Mgr. of the E. G. Hendrix Co. (Norge distributor), had described the Tide Plan's success in other areas.



Free display kit, shipped with each Tide order, was used by Praeger Hardware Co. to merchandise their bonus offer. This kit, containing window streamers, counter cards, wall posters and newspaper mats, played a big role in increasing traffic 100%.

TIDE PROMOTION PLAN SELLS 1500 NORGE WASHERS FOR TEXAS DEALER



1500th washer sold moves out of Praeger Hardware Co. with the case of Tide that helped clinch the sale. Prospects found the combination of a brand-new Norge washer, plus a big supply of Tide, too good to pass up. Women just love the way Tide performs in their washers!

Tide's Popularity Proves So Powerful

Store Uses Promotion For Over 3 Years—
Boosts Annual Washer Volume 100%!

Meet a man who can show you how to promote washers all year long. He's Hal G. Halamuda, Vice President of Praeger Hardware Co., in San Antonio, Texas. Continuously, ever since January, 1950, his store has used the Tide Plan for bonus offer promotions—offering a year's supply



Hal G. Halamuda

of Tide with each Norge washer purchased. Results? In the span of over 3 years, Tide's overwhelming consumer appeal has helped Praeger Hardware Company: (1) increase sales from 20 to 40 washers sold a month—a 100% gain; (2) sell a grand total of 1500 Norge washers.

"We strongly believe in sound merchandising," says Mr. Halamuda. "We go all out by offering such items as a clothes carrier and hamper, along with our Tide offer. But Tide is always the big sales-clincher. Tide's popularity has contributed greatly to the success of our over-all promotions, and we plan to go right on using the Tide Plan." One look at these pictures will prove there's a sales tip for you in the Tide Plan's story of success in San Antonio, Texas.



Demonstrations doubled! And maximum results were obtained because Praeger Hardware Co. demonstrated their Norge washers with Tide. They got top performance—the cleanest, whitest wash possible . . . with no soap film left in the washer.



Prospects become customers as Tide clinches another order! For 3 years, Praeger Hardware Co. has seen Tide swing hesitant sales their way—and they're continuing to tie-in.

THIS IS THE TIDE PLAN... It Worked In San Antonio—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.00 per case—minimum order 5 cases). And with your Tide, you will also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

- Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer ¼ of case per washer sold).
- Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.
- 3. Use Tide for demonstrations get top performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!
- Use Tide for displays—feature the Tide merchandise offers in your advertising and display Tide with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid.



CLIP COUPON BELOW-ORDER YOUR TIDE TODAY!

is your best tie-in because ... MORE WOMEN USE TIDE IN BOTH AUTOMATIC AND WRINGER WASHERS THAN ANY OTHER PRODUCT ON EARTH!

Box A Tide Home Launder 1429 Enquirer Build Cincinnati 2, Ohio	
	cases of Tide (minimum order 5 cases). We agree to use all r in accordance with the terms of the Tide Promotion Plan described
Store Name	
Street Address	
City	State
-	
Ordered by	
Ordered by(Please check () Please send us window stream	boxes below for promotion material desired.) s at no cost, a washer promotion display kit containing wall posters mers, and counter cards bearing the name ofwasher at no cost, the following newspaper mats for the purpose of advertis



"Hidin' from me, eh?"

That's what you're doing when you can't tell your prospects the good points of your merchandise. One of the most important is the material used in a product.

Stainless steel, for example, gives you a sales point that is second to none. Here are questions you may be asked about stainless steel—and the correct answers:

- Q. Just what is stainless steel?
- A. It's an alloy steel containing 11 per cent or more of chromium. Other elements such as nickel are sometimes included to give it special properties, but it's the chromium that makes stainless steel "stainless."
- Q. Do products made of stainless steel cost more?
- A. Not always. And even when the first cost is higher, they're a better buy in the long run. For Armco Stainless Steel is a permanent investment—solid rustless metal all the way through. It has no plating to wear off.
- Q. Are foods safe for use after contact with stainless?
- A. Yes. Foods are not affected by stainless steel; they don't get a metallic taste.
- Q. Is stainless steel easy to clean?
- A. Very easy. Usually soap and water-will do the trick. Use ordinary household cleansers when necessary. Sterilizing and cleaning agents properly used don't affect this attractive gleaming metal.
- Q. Will stainless steel stand up under hard usage?
- A. It will. Stainless steel is exceptionally strong, durable and heatresistant.

There's your sales story. Simple—and effective too. Use it to show your customers that Armco Stainless Steel can't be beat for its multitude of applications, such as range burner bowls, broiler pans and grids, kitchen sinks, refrigerator parts, dishwashers, washing machine parts, hollow ware and table ware.

ARMCO STEEL CORPORATION





Housewares Harvest

-CONTINUED FROM PAGE 92-

the spirit of the festival by appearing for work dressed in country style blue jeans, overalls, checkered shirts and gingham dresses. The heads of the store believe that this gets the sales force into the spirit of the event and sharpens their selling ability.

"This is the fifth year we have staged the festival," says Paul Tilley, manager of the appliance department, "and we've found that the idea grows in popularity every year. We had more than 130,000 people register for the door prizes during the nine days."

Big Name Drawing Card

One of the big drawing cards for this season's event was the appearance of Westinghouse's Betty Furness, who made a great hit in her appearance and provided just the right "celebrity" touch. But the basic idea of the annual festival is the attraction it offers to shoppers throughout Mecklenburg and adjoining counties to compete for the large number of prizes and awards.

According to Tilley, approximately 1500 entries were submitted for the cash prize awards and several hundred 4-H Club posters were received. At the final check-up, the store showed an overall increase of more than ten percent in normal sales and an increase of almost five percent in electric housewares.

Judging of the entries is done by a panel of experts, similar to the procedure used at county fairs. Meanwhile, the judging affords a fine opportunity for the customers to receive demonstrations of electric irons, waffle irons and toasters while they are awaiting the results.

Naturally, the planning and execution of such an effective promotion requires much advance work. As the festival is announced each year, brightly printed folders with a list of prizes and attractions are sent to approximately 55,000 rural mail box holders in areas adjoining Charlotte. Continuous radio programs and newspaper ads plug the event.

This season, Belk's called on W. C.

This season, Belk's called on W. C. Busbin, Westinghouse sales promotion manager for the Carolinas, for assistance and Busbin cooperated fully by sending home economists and demonstrators to participate in the affair, and in bringing in Betty Furness as a feature attraction.

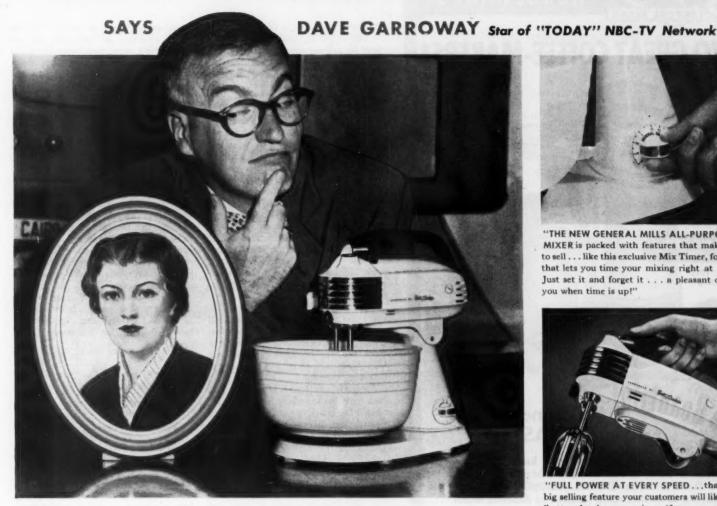
During the nine-day festival, Belk's kept traffic coming in with free gifts of 30,000 balloons, unusual displays of merchandise framed in cornstalks, bales of hay and autumn foliage, three or four personal appearances every day by Miss Furness, and a big square dance in the basement of the store, with free refreshments, as a wind-up.

"The cost of the promotion was mostly in the prizes awarded," says "The store gave away a total of \$800 in cash for the best farm products, and \$165 for the best 4-H Club posters, in addition to door prizes valued at approximately \$3700. Westinghouse of course, shared in the lat-ter cost. The important thing is the net result. We've never had such a response from the buying public, and we've never moved such a volume of electric housewares in our history. Perhaps this means that a whole new field for selling housewares in the rural areas is opening up. At any rate, Belk's annual harvest festival is an event which continues to grow as the years go by. Each year we've staged it, it has grown greater and better.

Em



"Here's the mixer that beats all!"



Garroway demonstrate the full line of General Mills Home Appliances Garroway demonstrate the full line of General Mills Hollie Appliances on "Today", NBC-TV Network, daily at these exact times: EST: 8:12 a.m. CST: 7:12 a.m.

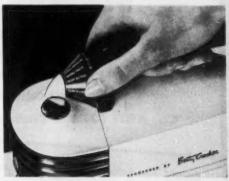
Also watch for full-color ads on back covers of the Saturday Evening Post, October 10, November 7, December 5. And watch for additional advertising in October issues of Better Homes & Gardens; Successful Farming; Progressive Farmer; Sunset.



"THE NEW GENERAL MILLS ALL-PURPOSE FOOD MIXER is packed with features that make it easier to sell . . . like this exclusive Mix Timer, for instance, that lets you time your mixing right at the mixer. Just set it and forget it . . . a pleasant chime tells you when time is up!"



"FULL POWER AT EVERY SPEED ... that's another big selling feature your customers will like. No more 'batter drag'-power is uniform no matter how thick the mixture. And you enjoy full power even when it's used as a portable!"



"EVER SEE ANYTHING more convenient than this 'thumb-control' speed dial? Look how big and clear the markings are! And another thing . . . the beaters on this new mixer are interchangeable, pop out at the touch of a button!"

-INTRODUCTORY SPECIAL! ---

Betty Crocker's Extra Profit Sampler for Dealers!



\$22.95

NEW! Grill-Waffle Automatic Toaster Baker \$29.95



NEW! Coffee





NEW! Food Mixer



\$7.00

BUY ONE OF EACH GENERAL MILLS APPLIANCE AND GET THE \$12.95 IRON FREE!



YOU MAKE A

SEE YOUR DISTRIBUTOR FOR COMPLETE DETAILS

General Mills **Home Appliances** SPONSORED BY BELLY Crocker



TWO GREAT COFFEE-MAKERS!



So Beautiful No Wonder They
Sell So FAST!

SMALL quantities of coffee can be made automatically ONLY in a small automatic percolator.... like the 3 to 5-Cup EMPIRE "Thrift-O-Matic"! Just what the 40 million small families of America want! Prevents wasting expensive coffee. When larger capacity is needed, sell the popular 4 to 8-Cup Model 1942 EMPIRE Automatic Percolator. To be ready for all occasions, sell customers both styles!

- · Just plug it in-no regulating!
- Automatically stops perking!
- Keeps coffee serving hot for hours!
- Makes perfect coffee—everytime!

WRITE TODAY for Catalog and Prices



Moral of the Dumb Salesman

- CONTINUED FROM PAGE 98 -

received. And it was enough.

The type of people Gilbert was sent to call on would carry the conversation. They knew what questions to ask. And knowing Gilbert was new at selling, they helped him out. They asked questions that Gilbert couldn't answer. A rather timid fellow, Gilbert possessed enough native wit to answer these questions with, "Why don't you stop by our store and let Mr. Van Ness show you just what you want?"

It worked.

The first store that Gilbert called on was a department store. The manager was cordial, but had a new TV set. However, he understood that one of his clerks was talking about buying one. Would Gilbert like to talk to her? Gilbert wasn't too anxious, but said he would. The store manager took Gilbert over to the clerk's department and introduced Gilbert to her.

Seeing that Gilbert was at a loss, the store manager told his clerk all about the make of TV set Gilbert was trying to sell. Outcome was that the clerk and her husband came in and Van Ness sold them a \$257 set the following evening.

following evening.

Next Gilbert forced himself to call
on a haberdasher where he traded. He
caught the manager putting up his new
line of straw hats.

"Got a TV, son" he said. "But do you handle freezers?

Gilbert replied: "We have a full line of freezers."

The manager asked a few questions, and told Gilbert he would drop in and see what they had. Gilbert had told him about the new upright freezers he had helped uncrate a few days previously, and this whetted the manager's curiosity.

"I thought the boy was mixed up," the manager told Van Ness later on when he came in to look at the freezer Gilbert had described. He bought . . . but he bought the conventional type freezer.

"You, know," he told Van Ness, "I liked your man calling on me in-

stead of bothering my wife. She has three children to take care of and she doesn't appreciate being disturbed by salesmen knocking on her door. Too, she wouldn't have bought without first consulting me about it. And it is funny. We've been talking about buying a freezer, and your boy caught me just right"

me just right."

"That's all there is to outside selling," said Van Ness. "You just have to call on enough people until you find someone in the market. But you can't get experienced salesmen to subscribe to that. They know all about their product . . . And that's what they want to sell. They are of the opinion the prospect is going to pay them for their knowledge. But they can't cash that for a thin dime until they ferret out a prospect. And digging up prospects is just what they don't want to do."

Taking a couple of hours in the morning and a couple hours in the afternoon, Gilbert dug up the following business his first week:

1	home freezer	*			*		*	\$489.00
1	TV set	*					*	257.00
1	electric broiler							39.00
1	air conditionin	g	1	11	n	it		299.00

Plus an	nother		7	1	V	•	p	r	08	p	e	ct	who
closed	d later											\$3	50.00
Washer	prosp	e	et								,	1	49.00

"We don't need appliance salesmen today," Frank Van Ness said. "What we need is men to do a little foot work. I could have sat down with Gilbert and spent two weeks giving him a briefing . . .call it a sales training program. And it would have been useless. Instead of trying to dig up prospects for appliances, he more than likely would have tried to dig up people he could impress with his new information. That's just human nature.

"Gilbert never became a salesman. But he will continue to dig up appliance prospects. And, in that capacity, he is worth any half dozen appliance salesmen I've had."

End



If you could advertise nationally, chances are you'd do just what CBS-Hytron is doing for you. You'd tell

the world in TIFE and POST

that you promise quality TV and Radio service, parts,

Half-page advertisements will appear in LIFE Sept. 28, POST Oct. 3, LIFE Oct. 19, POST Oct. 31, LIFE Nov. 16, and POST Nov. 28. Reaching over 28,583,290 readers!

and tubes . . . and at fair charges. And that's just what CBS-Hytron is doing for you with advertisements

like these.

these



You'd identify your service repair shop as the one people are reading about in the

These are just some of your Certified Quality Service advertisements. They sell you ... and without a lot of sell for CBS-Hytron, although CBS-Hytron gladly pays the bill. Why? Because as we build public confidence in Certified Quality Service, we build greater faith in you and more business for you ... our customers.

magazines. You'd use this Certified QUALITY SERVICE decalcomania on your door.

Quality T and Radio Parts

Quality IV and roads

This Certified Quality Service decalcomania identifies you as a dealer with hard-earned technical knowledge and the latest in equipment. A dealer to whom the public can go for Certified Quality Service, It helps you cash in on your big Certified Quality Service plan.



You'd use

this Certified QUALITY SERVICE



window streamer. And above all you'd use

Let folks know you Certify the quality of your service, parts, and tubes . . . and at fair charges. Use all the Certified Quality Service sales material available to you. Be sure this window streamer is up during your consistent advertising campaign this Fall.

Certified QUALITY SERVICE tags. They tell your customer he is getting more for his money when he

This plan goes all the way to do the job. When you use these
Certified Quality Service tags you're putting right into your
customer's hands convincing proof, . . Proof that Certified
Quality Service means more for your customer's money.

calls your service repair shop . . . because you Certify the quality of service, parts, and tubes . . . and at fair

charges. Yes, by using all this material, and more to come, you cash in on your big Certified QUALITY SERVICE

advertising campaign. Get your kit.



It contains all the material you need

Make the most of your big Certified Quality Service advertising campaign. Be sure you have all the facts * and all the material you need. Get this sales promotion kit, today!

to identify you as a Certified QUALITY SERVICE dealer. Ask your CBS-Hytron distributor for special deal.

coupon to order direct.

SEE YOUR CBS-HYTRON DISTRIBUTOR
...OR MAIL COUPON TODAY!



CBS-HYTRON, Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

A member of the CBS family . . . CBS Radio • CBS Television • Columbia Records, Inc. CBS Laboratories • CBS-Columbia, Inc. • and CBS-Hytron

CBS-HYTRON,	Danvers.	Mass.

Please rush me the Certified Quality Service promotion kit,

- 1. 18- by 28-inch LIFE and POST easel display . . .
- 2. New Certified Quality Service decal . . .
- 3. 8- by 23-inch window streamer . .
- AND 250 Certified Quality Service tags imprinted with MY name and address.

HERE IS MY 3-LINE IMPRINT

Name_____(please print)
Street_____

I enclose \$2.00 to cover the cost of imprinting.

| Signed:_____



fact

Here's the straight all-important fact: There's no heat like safe, dependable Steam Heat. It's the heat your customers know best and like best. They get this same heat—abundant, uniform, healthful, moist and safe—in Portable ELECTRESTEEM—the world's finest supplementary space heater. Hands-down, ELECTRESTEEM with its SAFE STEAM HEAT FROM ANY WALL PLUG, beats any other space heater on the market.

MOST ECONOMICAL

supplementary heat comparable to ELECTRESTEEM'S abundant, uniform,

SAFEST IN THE WORLD

It's as safe as a toaster—no fumes, no open elements, no piping, no noise, no

worries—operates with complete safety day after day, week after week with NO ATTENTION! U.L. Approved.

healthy Steam Heat!

Less than 2¢ per hour to operate!
Most economical space heater ever built. Delivers more heat for less.
Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast-iron radiators—and does it at lower cost.

PERFECT PORTABILITY

ELECTRESTEEM provides ideal supplementary heat anywhere. It's lightweight, readily portable—carries easily by convenient handle so it can be put where desired in a jiffy. Just plug in anywhere for abundant, safe, healthy steam heat.

SELL THIS SAFE STEAM HEAT FROM ANY WALL PLUG

Stock and sell profitable, fast-moving ELECTRESTEEM—the ideal auxiliary space heater that gives your customers, in portable form, the supplementary true Steam Heat they want to take the chill out of cold rooms. Get your share of business from a market of more than 44,000,000 prospects. Stock, display and sell both the 9-SECTION (\$39.95 seller) and the 10-SECTION (\$44.95 seller). Available in attractive Walnut or Ivory finish. Each model delivers man-sized Steam Heat on midget-sized power consumption.

ELECTRESTEEM has the right selling features, the right look, the right selling price—and best of all—YOUR MARKUP IS RIGHT.

GET THE PROFIT FACTS TODAY!

ELECTRIC STEAM RADIATOR CORP. Distribut Cautry) KENTUCKY And Andrew Course Parks Andrew Cautry Kentucky Andrew Course Products

The Law Can Save You Money

CONTINUED FROM PAGE 101 -

the purchaser is obligated to pay for the merchandise, although he does not want it? I am an air-conditioning seller and this question very often arises in my business."

According to a higher court decision rendered recently at least three situations may arise which obligate a purchaser to pay the full contract price for equipment he ordered on trial. First, if the purchaser notifies the seller that he will keep and pay for the merchandise. Second, if the purchaser notifies a mechanic, stenographer, bookkeeper, clerk, cashier, or other ordinary or "special" agent of the real seller that he does not want the merchandise and asks that the seller take it back but fails to notify the real seller to this effect. Third, if the purchaser delays an unreasonable period of time in notifying the seller that he will not keep and pay for the merchandise.

Broadly, the law is as follows: Where electrical equipment is sold upon trial or approval, the buyer may subject the equipment to a test or trial in a manner which will reasonably enable him to determine whether or not the equipment fulfills the terms or guarantee of the contract. If he determines that it does not comply with the contract or guarantee it is his duty to give notice to the seller of this fact. In other words, retention and use of the equipment after receiving it, or after testing it, without giving notice of disapproval converts the trial contract into one of absolute sale.

The Case: For example, in Dimos v. Stowe, 71 S. E. (2d) 187, the testimony showed that Stowe is a distributor for cooling units. On August 24 an oral contract was made with one Dimos whereby Stowe agreed to install a cooling unit in a restaurant. The installation was to be on trial. It was verbally understood that if upon completion of the test Dimos found that the unit would satisfactorily produce cool air during normally hot weather, then he would pay for the unit. After the installation was completed and Dimos had used the unit for sometime Stowe billed Dimos for the unit. Then Dimos wrote Stowe that he did not want it and ordered its removal. Stowe filed suit against Dimos to recover the full purchase price of the unit.

During the trial Dimos testified that he instructed Stowe's mechanic as follows: "I want you to service the unit; I am not going to buy it. I don't want it."

In holding that this notification did not relieve Dimos from keeping and paying for the unit, the higher court said:

"Dimos (purchaser) contended that he told Fadley (mechanic) that he did not desire to keep the unit. Fadley was a mechanic and carpenter. His limited employment gave him no right to bind Stowe (seller) in any contract. He was not the business representative

(Continued on page 134)

FACT

Get with this

JUNING COMBINATION!

Dorothy Kilgallen teamed with Detroit Jewel...yes, a favorite TV star boosting your sales of America's finest gas ranges.

Watch your sales soar as Dorothy Kilgallen spreads the exciting news of Detroit Jewel and the new, wonderful "Old Range Retirement Plan" This famous news reporter and star of radio and television will be carrying Detroit Jewel messages to millions of prospective buyers everywhere on radio, television and in the newspapers! People across the nation sit up and take notice when this popular star sings the praises of Detroit Jewel



"No other range can match Detroit Jewel when it comes to beauty, performance and economy! Its sensational features such as the Top-Vue oven window, Signa-Dials and Handee-Hi broiler make Detroit Jewel the standout wherever quality ranges are sold! Come on . . . get behind the 'Old Range Retirement Plan'. It's a certain profit-builder for you!"





DETROIT JEWEL

DETROIT-MICHIGAN STOVE CO. . DETROIT 31, MICHIGAN

and now...a

opportunity for **PROFITS** with HANKSCRAFT

A special group of automatic electric appliances selected to brighten your profit picture. New colorful display cartons . . . improved styling . . . and popular pricing PLUS national advertising and promotion - make Hankscraft your BIG NEW PROFIT OPPORTUNITY!

available for immediate delivery from these distributors ORDER NOW!

CALIFORNIA

CALIFORNIA
Fresno: Incondescent Supply Co.
Lone Beach: Distributers Inc. of Long Beach
Les Angeles: Hoffman Merdware Co.
Incandescent Supply Co.
Union Hardware & Metal Co.
Oakland: Incandescent Supply Co.
Sacramento: The Themson-Diggs Co.
San Diege: Electric Supplies Distributing Co.
San Francisco: Dunham, Carrigan & Hoyden Co.
Incandescent Supply Co.
The Electric Carperation of San Francisco

CONNECTICUT

Hartford: Bond Electric Supply Co., Inc. New Havon: C. S. Marsick Co.

DELAWARE Wilmington: Arteraft Electric Co.

DISTRICT OF COLUMBIA

GEORGIA Aslanta, Electric Sales & Service Co.

ILLINOIS

Chicaga
A. A. Electric Supply Co.
Capital Electrical Supply Co.
Dabkin Electric Supply Co.
Electric Supply Co.
Electric Supply Co.
Electric Supply Co.
Engleweed Electrical Supply Co.
Graybar Electric Supply Co.
Oraybar Electric Supply Co.
Oraybar Electric Co., Inc.
Oulney. Crescent Electric Supply Co.
Sterling. Crescent Electric Supply Co.
Sterling. Crescent Electric Supply Co.
Sterling. Crescent Electric Supply Co.

Hawkins Electric Co.

Myland Electrical Supply Co.

Malastic Electric Supply Co.

Revere Electric Supply Co.

Reasswelt Electrical Supply Co.

Triangle Industries Corp.

INDIANA
Anderson: Poorloss Electric Co.
Mammond: Graybar Electric Co., Inc.
Indianapolis: Graybar Electric Co., Inc.
Peerloss Electric Co.
Lefayette: Kirby Risk Supply Co., Inc.
South Bend: Engleweed Electrical Supply Co.
South Bend Electric Co.

IOWA

Burlington: Crescent Electric Supply Co.
Cadar Bapids: Crescent Electric Supply Co.
The Yon Meter Co.
Devenport: Crescent Electric Supply Co.
Grayber Electric Co., Inc.
Decorah: Crescent Electric Supply Co.
Oes Moines: Electric Supply Co.
Grayber Electric Co., Inc.
Dubuque: Crescent Electric Supply Co.
Moson City: Crescent Electric Supply Co.
Sioux City: Crescent Electric Supply Co.
Warrer Electric Co.
Spencer: Crescent Electric Supply Co.
Warrer Electric Co.

HANKSCRAFT Sterilizers



8-Bottle Sterilizer — Recommended for regular sterilization, or the terminal method . . . bottles, nipples, caps and formula, in one easy operation. Shuts off automatically. Set includes measuring spoons, graduate, funnel, tongs, bottle brush and nipple tray. Non-breaking plastic base with gleaming metal top.

Model 201 Retail \$12.95 8-Bottle Sterilizer -

Model 201

Model 200—Sterilizer with cord, nipple tray and bottle rack only Retail \$10.95



6-Bottle Sterilizer — Automatic, electric. Sterilizes six **D-DOTTIE STETILIZET** — Automatic, electric. Sterilizes six baby bottles and nipples in live steam — the method recommended by doctors. Starts quickly and shuts off automatically at the end of the sterilizing period. Complete with cord, nipple jar, and bottle tray.

Model 872-C



HANKSCRAFT Egg Cookers



Egg Service Set _ This gaily colored set includes the Model 874 automatic electric egg cooker in eleaming red porcelain with chrome automatic electric egg cooker in gleaming red porcelain with chrome dome, four double egg cups in red, yellow, blue, and green; glass sells on sight.

This gaily colored set includes the Model 874 dome, four double egg cooker in gleaming red porcelain with chrome poaching dish, and chrome serving tray. A colorful display item that



Your Now

NATIONALLY ADVERTISED

in these leading publications Baby Care Manual Modern Romances orgratulations JOURNAL baby talk



Nite-Lite Baby Bottle Warmer

Nite-Lite Baby Bottle Warmer

This popular nursery item quickly heats bottle to correct feeding temperature, then shuts off automatically. Translucent base with decorative rim provides a soft glow. Nite-Lite stays on until cord is detached. Pink or blue porcelain finish.



Automobile Baby Bottle Warmer -

This safe, easy-to-use bottle warmer is ideal for parents "on the go." Plugs into cigar lighter, heats bottle quickly to correct temperature in a correct temperature in a few minutes. Turns on few minutes. Turns on when bottle is inserted, shuts off when bottle is removed. Shiny alumi-num finish.

Model 1217-A

Retail \$3.25



Bottle Warmer and Vaporizer - A new design packaged in colorful display carton. Electrically heats bottle to correct temperature and then shuts off automatically. Handy vaporizer attachment quickly produces medicated steam for baby's relief. Pink, blue or ivory finish.

Retail \$2.50

HANKSCRAFT Vaporizers



Plastic Vapor-Master — Doctors recommend steam for quick relief from cold symptoms. Delivers steady flow of steam for six hours, then shuts off automatically when water is gone. Sturdy, non-breaking plastic construction. Weighs only 3 lbs. Replaceable electric unit. Rubber feet. Makes ideal humidifier for home use. Retail \$12.95 ideal humidifier for home use.

Model 1082-B

NEW Automatic Electric Vaporizer — Designed and priced for volume sales. Glass jar inso inverted ... spilling is eliminated ... a heavy concentration of nated ... a heavy concentration of steam all night is produced on odifilling of water ... steam is diffilling of water ... shuss off rected where needed ... shuts off automatically when water is gone. automatically when water is gone. In big demand for the relief of suffy heads, colds, croup, and bronchial ailments.

Model No. 202 Retail \$6.95

Model No. 202



KANSAS Wichita: American Electric Co.

KENTUCKY

Lauisville: Beiknap Hardware & Manufacturing Co.

MAINE

Portland: Edwards & Walker Co. Hub Distributors, Inc.

MARYLAND Baltimore: Tri-State Electrical Supply Co.

MASSACHUSETTS

ASSACTUSETS

Ten: Hub Distributors, Inc.

Mass. Gas & Electric Light Supply Co.

Milhender Distributers

Milhender Mass. Gas & Electric Light Supply Co.

Milhender Distributors

MICHIGAN

Detreit:
Graybar Electric Co., inc.

Balle Supply Co.
Flint: Graybar Electric Co., inc.
Grand Replas: Graybar Electric Co., inc.
Morley Bres.
Lansing: Graybar Electric Co., inc.
Mukagen: Fitzpatrick Electric Supply Co.
Soginaw: Merley Bres.
Traverse City: Fitzpatrick Electric Supply Co. Morley Bres. Turner Electric Supply Co.

Traverse City: Fitzpatrick Electric Supply CoMINNESOTA
Alexandria: Minnesota Electric Supply CoDuluth: General Electric Supply CoGraybar Electric Co., Inc.
Kalley-How-Thomson Co.
Mankate: Southern Minnesota Supply Co.
Minneapolis: General Electric Supply Co.
Graybar Electric Co., Inc.
Northland Electric Co., Inc.
Northland Electric Co., Inc.
S. & M. Co.
Sterling Electric Co., Inc.
Sterling Electric Co., Inc.
St. Cloud: Minnesota Electric Supply Co.
St. Paul: Farwell, Ozmun, Kirk & Co.
General Electric Supply Co.
Graybar Electric Co., Inc.
Willmer: Minnesota Electric Supply Co.
Milmers Minnesota Electric Supply Co.
Milmers Minnesota Electric Supply Co.
MISSOURI

MISSOURI St. Joseph: Wyeth Co St. Leuis: Brown Supply

NEBRASKA Lincoln: The Korsmeyer Co. Lincoln Electrical Supply Co. Omaha: Enterprise Electric Co. Graybar Electric Co., Inc.

NEW HAMPSHIRE Portsmouth: Mass. Gas & Electric Light Supply Co.

NEW JERSEY Trenton: Tab Electric Co.

Trenton: Tab Electric Co.

NEW YORK
Albany: Henzel-Pewers, Inc.
Binghamton: Wehle Electric Co.
Brooklyn: Hall Mark Electrical Seles Co., Inc.
Louis Shiffman, Inc.
Buffalo: Wehle Electric Co.
Elmira: Wehle Electric Co.
Glens Falls: Glens Falls Electric Supply Co., Inc.
Long Island City: Graybor Electric Co., Inc.
Newburgh: Newburgh Distributing Co.
New Rochelle: Max Geldman, Inc.
New York: Joseph Kuzzen, Inc.

New York: Joseph Kurzen, Inc. U. S. Electrical Supply Co. Rochester: Wehle Electric Co. Yonkers: Goler Electric Co.

Yenkers: Goler Electric Ce.
OHIO
Akren: Sacks Electricel Supply Ce.
Cincinnati: The B & B Electric Ce.
The Johnsen Electric Supply Ce.
Cleveland: The Allen Electric Ce.
Cleveland: The Allen Electric Ce.
Midland Electric Ce.
The George Worthington Ce.
Dayton: The H. D. Larkin Ce.
Teledo: The Commercial Electric Ce.
Springfield: W and W Electric
Yeungstewn: The Hood Electric Ce.

OKLAHOMA Muskogee: Fullerton Electric Supply Co.

PENNSYLVANIA

PENNSYLVANIA
Allentewn: Alien Electric Ce., Inc.
Lancaster: Jne. E. Graybill Ce.
Philadelphia: Philip Cass Ce.
Everybody's Supply Ce.
Rumsey Electric Ce.
West Philadelphia: Electric Supply Co.
York: Jne. E. Graybill Ce.

RHODE ISLAND Providence: Milhender Distributors Providence Electric Co., Inc.

SOUTH DAKOTA Huron: Crescent Electric Supply Co. Sieux Falls: Crescent Electric Supply Co. Tri-State Electric Co.

TEXAS

TEXAS
Beaumont: Warren Electric Co.
Dallas: Watson Electric Supply Co.
Fort Worth: Curmins Supply Co.
Houston: Warren Electric Co.
Tyler: Watson Electric Supply Co.
Waco: Watson Electric Supply Co.

VERMONT
White River Junction: Twin State Electrical Supply Co., Inc.

Wisconsin

Eau Claire: W. H. Hobbs Supply Co.
S. M. Supply Co.
Fond du Los: Hall Mark Electric Sales Co.
Green Bay: Graybar Electric Co., Inc.
La Crosse General Electric Supply Co.
Madison: Crescent Electric Supply Co.
Graybar Electric Co., Inc.

Lappin Electric Co. Standard Electric Supply Co.

HANKSCRAFT COMPANY REEDSBURG, WISCONSIN



Does magazine editorial sell appliances?

Dishmaster thinks so!

George D. Green, Advertising Manager of Gerity-Michigan Corporation, bought 25,000 copies of a self-mailer based on the editorial feature, "Get Your Dishes Done" from September McCall's. By putting this merchandising piece to work, Mr. Green is helping his dealers to increase their sales.



LOTS OF SMART MERCHANDISERS THINK SOI

So far in 1953, appliance manufacturers and public utilities have bought over 1,260,000 reprints and blowups of McCall's appliance editorials . . . proof of the sales power packed into these pages.

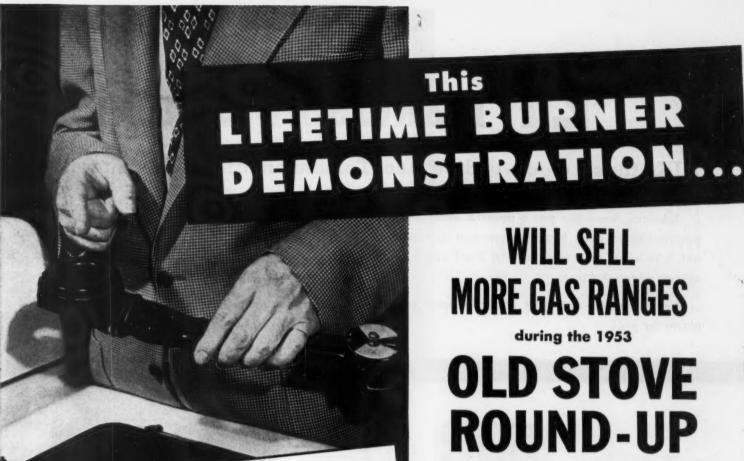
HERE'S WHY!

- 1. Only a women's magazine like McCall's can consistently influence family appliance purchases.
- 2. Only McCall's-with its responsive audience in more than 4,525,000 homes—does this job so well.

*Write to George Green, Gerity-Michigan Corporation, Toledo, Ohio for copies of this material.

Calls ... carrying more appliance advertising than any other magazine for women

than any other magazine for women



Show 'em the difference with this quickie demo

- Take out a burner and show its non-clog features. Explain that all gas range burners last the life of the range. That means no costly burner replacements and no expensive
- Explain why gas range burners never lose their efficiency and will be as economical to use 10 years from now as today.
- Demonstrate the easy-cleaning and cool-cooking features. Emphasize the economy, flexibility and automatic controls.

\$375. FOR SELLING IDEAS

More than 60,000 dealers are cashing in with the selling ideas in our FREE "Quickie Demos" booklet. We're looking for new selling ideas for the second edition. That's why we will pay \$15. each for the 25 most effective gas range floor demonstrations (received from September 1 to October 31) not already published in our

"Quickie Demos" booklet. Just write us a brief outline of your favorite "Sales Demo" and send it in. Top flight salesmen will judge entries on their effectiveness, practicability, and usability on sales floors. Mail to FLOOR DEMONSTRATIONS, GAS AP-PLIANCE MANUFACTURERS ASSOC. INC., 60 East 42nd St., N. Y. 17, N. Y.

SELL THE "DIFFERENCE"

with this FREE 20 page booklet packed full of EASY-TO-USE SALES-MAKING FLOOR TESTED DEMONSTRATIONS -MAIL COUPON TODAY!



WILL SELL **MORE GAS RANGES**

during the 1953

OLD STOVE ROUND-UP

Last year 250,000 extra gas ranges were sold during The Old Stove Round-Up. This year will be bigger than ever.

ASK your gas utility, distributor or gas range manufacturer how to get YOUR big TIE-IN KIT NOW!

Only GAS RANGES give you

HIGHEST profit margins

MOST exclusive features

• Smokeless Broilers • Fresh Air Ovens • Any heat you want instantly • Flame-kissed flavor • Instant "on and off" heat • Life-time burner guarantee · Easy top and oven cleaning

GREATEST acceptance

30,000,000 Homes cook with gas

BIGGEST unit volume sales

More homemakers buy gas ranges each year than buy all other types of ranges combined.

Gas	Appliance	Manufacturers	Association,	Inc.
60 East	42nd Street, New	York 17, New York		

Please send me your FREE booklet, "Quickie Demos That Sell More Automatic Gas Ranges.'

NAME

COMPANY.

STREET

STATE

27 makers-48 models-

ALL these clock-radios use Telechron timers because...

... Telechron timers give you a powerful extra selling point that speeds sales. In a recent survey, a clock-radio with a Telechron timer was preferred 3-to-1 over a set with an unidentified timer.

...they run quiet—stay quiet (fewer customer complaints for you).

... they have a notable record of accuracy and long life.

... strong advertising support helps you sell (two-page, full-color ad will be center spread in *The Saturday Evening Post*, November 21).

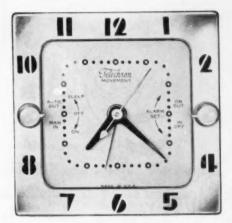
... sales leaders prefer Telechron timers in clock-radios retailing from \$25.95 to \$74.95.



ALL price ranges



Step up sales—point to the Telechron Seal of Accuracy or the Telechron trademark on the dial. YOU'LL SELL MORE IF YOU DO! Telechron Dept., General Electric Co., Ashland, Mass.















CAPEHART





















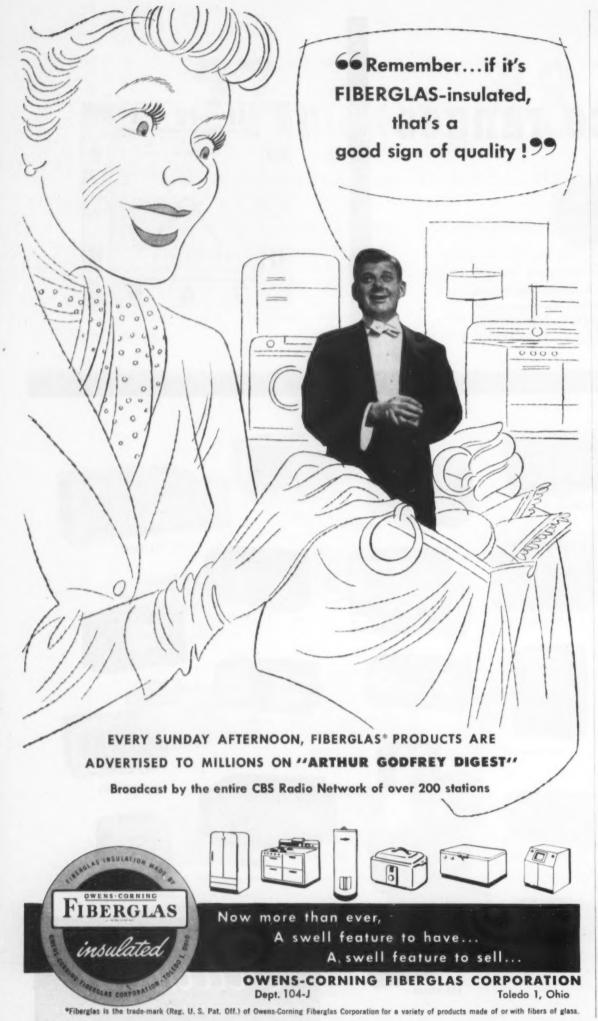








CROSLEY



The Law Can Save You Money

- CONTINUED FROM PAGE 126-

of Stowe and had no authority to act in his place and stead. His acts were confined to what he was directed to do."

Dimos further testified that when he agreed to allow Stowe to install the cooling unit he did so purely on the agreement that if he did not like it Stowe would, without any argument or controversy, come and take out the unit. It is important to know that the higher court held that Dimos must keep the unit and pay the full contract price, plus interest. The court stated important law as follows:

"Here the cooling unit was installed by the seller at considerable trouble and expense, the understanding being that the defendant (Dimos) would give it a trial and if it proved satis-

About the quickest way for an appliance dealer to get to the top is to get to the bottom of things.

factory he would purchase it. The defendant (Dimos) was given ample opportunity to test the equipment. Inaction on the part of the buyer in a case of this kind may transform a sale on approval or trial into an absolute sale."

For comparison, see Wood Reap & M. Machine Company v. Smith, 50 Mich. 565; Brown v. Austin-Western Company, 111 Va. 209; Buckstaff v. Russell, 79 F. 611; Roach v. Warren-Neeley & Company, 151 Ala. 302; House v. Beak, 141 Ill. 290; Greacen v. Poehlman, 191 N. Y. 493; Ide v. Brody, 156 Ill. App. 479; Fountain v. Jones, 181 N.C. 27. All of these higher courts held that if equipment is sold or installed subject to approval, it is incumbent on the purchaser to express disapproval within a reasonable time, or within the time limited by the contract, or be obligated to keep and pay for the equipment.

AVOID INDEFINITE CONTRACTS

The Principle: A few months ago a higher court established this law: If a sale contract is verbal, uncertain or indefinite, the purchaser will win the (Continued on page 136)



"I PIONEERED IN TELEVISION. I WAS

WALLACE JOHNSTON, President of NARDA,

tells how he runs successful store

> Mr. Johnston writes for the seventh edition of "Ladies' Home Journal Appliance Store Success Bulletin." This new service to a group of appliance dealers is condensed each month in this space for the benefit of the entire appliance industry.



WALLACE JOHNSTON, President Wallace Johnston Appliances, Inc. Memphis, Tenn.

ON TIME PURCHASES ...

"Can you estimate the value of a thousand or more customers, with established credit, coming into your store twenty-four times over a period of two years? How much would you spend on newspaper, radio or television to accomplish that? You get it free if you handle your own paper.

"Mrs. Housewife must pass through your salesroom to the cashier's window-she must see your wares . . . you don't have to go out and find her-she is there in your store, and with her purse open, making a payment.

"Suppose she pays by check and mails her payment in. She writes John Doe Appliance Co. on that check . . . she writes your name twenty-four times and thinks of you twenty-four times instead of your financing connection. and when her payment book is returned to her a mailing piece of your advertising matter goes with it.'

ON LOCAL DEALER ORGANIZATION. Dealers learn more from each other than any other source... When dealers get together on a local level they source. . . When dealers get together on a local level they have a tremendous influence on the wiring and plumbing codes, and can get much accomplished. . . They can get the state of the control bogus and gyp advertising. Local groups can get far more educational matter published in the local newspapers and put out over the radios than

Dealer associations are doing more to protect your investment than any other one thing in the appliance individual dealers can. business, so give them your support."

Ladies' Home

Journa

... the magazine your customers believe in!

ON SERVICE . . .

"I feel that Service is the backbone of the appliance business....Our service contacts get us in over 100 homes per day, so each time we get into a kitchen we see more prospects for more appliances, for more sales for the future.

"I know that my future in the retail appliance business is in direct ratio to how I can serve my customers. If a customer gets good, efficient, courteous service from a dealer, he will continue to do business with that dealer."

A Curtis Publication

heating accessories help you make

Automatic Profit

from every oil space heater sale



these sales-proved controls



New customers, about to buy an oil space heater. Old customers, too. They're both hot prospects for dependable A-P automatic heating accessories. Proof...more than 10,000,000 A-P manual control valves are now in use and hundreds of these, right in your own neighborhood, mean automatic sales and automatic profit for you! Learn more about these fast-selling items. Write today for complete information.

Because of A-P's nationwide service stations, you'll have no service problems.



243 SY Trapit

Traps dirt and condensation in oil before it can reach burner and choke flame. A perfect water trap. Lifetime monel-metal screen—never needs replacement. A must for all oil-burning equipment with remote tanks.



A-P Oilifter

Automatically lifts oil from storage Automatically lifts oil from storage tank to burner, Eliminates all oil handling in the home. Pumps fuel from outside or basement tank to heater above, as high as 25 feet.



Thermostatic Comfort Control Kits

K-240 ED. Electric room thermostat heat regulation for oil heaters with one or

K-240 ETS. Automatic roomthermostat control for oil heaters with circulating

DEPENDABLE Controls

For Liquids . Air • Gases • Refrigerants

The Law Can Save You Money

- CONTINUED FROM PAGE 134-

suit if he convinces a jury that the seller was at fault.

The Case: For example, in Western Auto Supply Company v. Clark, 253 S. W. (2d-929, the testimony showed that one Clark purchased a television set for which he paid \$10 down and for which the balance of \$315.44 was payable in monthly installments.

The set was installed in Clark's home by employees of the store who also attached the antenna on the roof. The television set did not operate to the satisfaction of Clark who immediately made complaints to the seller. Clark refused to pay the balance due and the distributor filed suit to foreclose the chattel mortgage on the set. During the trial Clark proved that the distributor had given him one year's guarantee on the set, and that the distributor had failed to make the guarantee good. Clark argued that he was entitled to rescind the contract. Also, Clark proved that the seller's employees, when installing the aerial, had damaged the roof.

The dealer denied these various allegations and attempted to prove that the television set would have been satisfactory to the average buyer.

However, the jury believed Clark's testimony and decided that the dealer could not repossess the set nor recover the balance due because he failed to prove that the set was as guaranteed and that it would be satisfactory to the average buyer. Also, this court held that the distributor must pay \$200 to Clark for the cost of repairing the roof damaged when employees installed the aerial. The court said:

"The jury was justified in finding that the television set was materially defective. The evidence was sufficient to sustain the jury's finding that the reasonable costs of repairing the roof to its condition prior to installation of the antenna was \$200."

Now, this late and outstanding decision proves that where testimony is contradictory the jury may decide whose testimony is truthful, and usually the higher court will approve the jury's decision. Naturally if, in the above case, the jury had believed the distributor's testimony and disbe-lieved the testimony presented by Clark, the ultimate verdict would have been in favor of the distributor.

Very often the higher court awards punitive damages, in addition to normal damages, to a purchaser who is defrauded or otherwise unreasonably imposed on by a dealer.

For example, in Ader Company v. Zimmer, 71 S. E. (2d) 270, it was shown that a dealer sold to one Zimmer a 1948 model machine which was in fact verbally represented by the dealer to be a 1949 model. The bill of sale stated that it was a 1949 model.

In subsequent litigation, although the actual difference in the trade-in value of the 1948 and 1949 models was only \$200, the higher court awarded Zimmer \$1,000 damages, saying that punitive damages were

Better See Motorola FIRST

FIRST ST IN RADIO SALES

Now you have the answer to

Low Cost Hi-Fi Tone!

NEW Motorola **Hi-Fidelity System**

Revolutionary discovery for radio-phonograph sound

It's here...tone quality thought impossible to build into radiophonograph equipment for less than hundreds and hundreds
of dollars. But now—the result of years of Motorola research
—you can offer this great new Motorola Hi-Fidelity system
in a radio-phonograph everyone can afford to buy. Here are
all the highs and lows, the full resonance and tone that were
"lost" before. Every record becomes a new adventure—old
records sound like new, last twice as long!

It's the newest, greatest Hi-Fi sales story in the industry. Here is the first radio-phonograph ever built with the Motorola Hi-Fi system. It's all new. It's dramatic in demonstration! It's the complete answer to low cost Hi-Fi reproduction!

this new Hi-Fi radio-phonograph with 3-speed Intermix record changer. (Model 53 F2.) GOLDEN TONE ARM! Featherweight pickup, Airtone needle and Sonogap air chamber reduce record wear and needle noise.

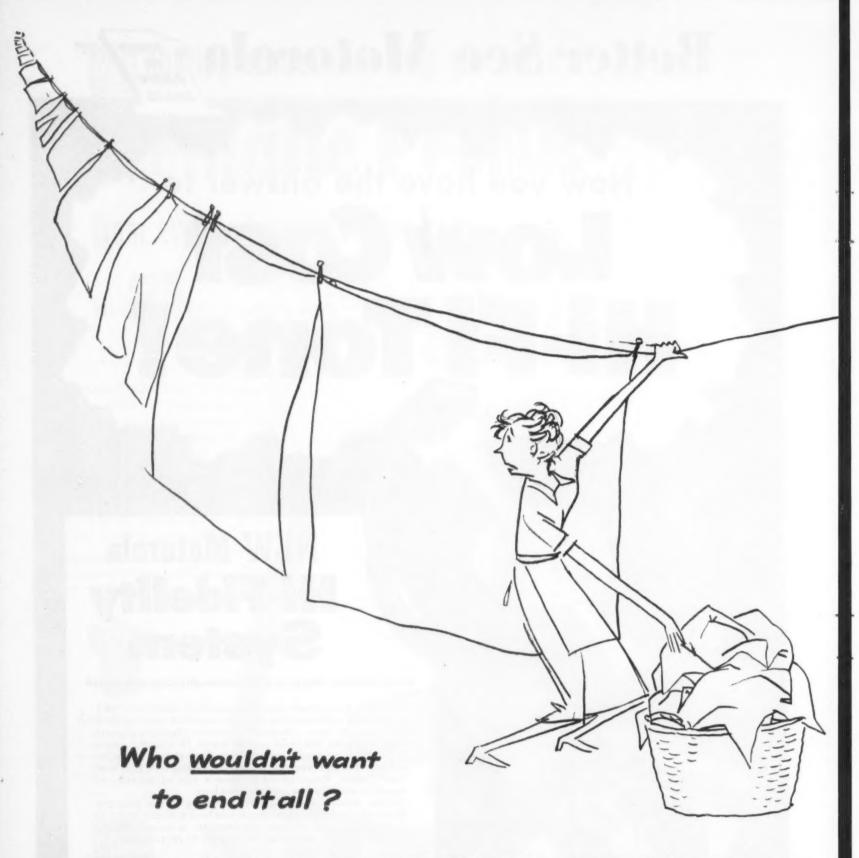


FULL RADIO MOOKUP! No other record player uses full audio system of the radio. Results wider range, greater regism



Motorola Hi-Fi

World's largest exclusive electronics manufacturer



FRIEND OF OURS who's a whiz at math says it takes as much energy to hang up a week's wash as it does to lift a ton of coal ten feet. Week after week, ton after ton—no wonder the clothes line looks like it has no end to millions of back-weary housewives. Help them put an end to it all by selling them automatic dryers with the Lovell Drying System. Make it easy on yourself, too—use the Lovell Drying System features below.

- 1. Thermostatic Control:
 - (a) Dial provides for ten degrees of dryness.

- (b) Automatic shut-off at desired dryness.
- Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.
- New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.
- 4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.
- 5. Air-cooled Cabinet allows easy access for cleaning.
- 6. Easy-to-clean Lint Trap.

- Lint Trap Safety By-pass prevents clogging if user fails to empty trap.
- 8. Outdoor Humidity Vent is easily connected at rear.
- 9. Handy Clean-out Duct to remove sand, small objects.

The Lovell Drying System is used in 15 leading makes of tumbletype dryers, both gas and electric. Lovell Mfg. Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.



America's newest household blessing

ELECTRIC and GA

NEW PRODUCTS



ANNA A. NOONE



WEST BEND Fryer-Roaster

West Bend Aluminum Co., West Bend, Wis.

Device: West Bend combination deep fryer-roaster-server.

Selling Features: Designed as an 8-in-1 cooking appliance—can be used for roasting, cooking, steaming, deep frying, blanching, stewing, warming and serving; 4 qt. capacity; requires only 3 pts. oil for deep frying; single-dial automatic temperature control provides temperatures from 160 to 400 degs. F.; drain-top cover; fryer basket drainlock holds basket up out of oil; 1320 watt long-life tubular unit brazed directly to fryer well; stainless steel cover, chromeplated steel body has tapered sides; an aluminum fryer basket and roaster trivet and instruction book is furnished with unit. Cord is detachable.



LEWYT 1954 Cleaner

Lewyt Corp., 84 Broadway, Brooklyn, 11, N. Y.

ar.

Model: Lewyt 1954 cleaner No. 66. Selling Features: New carpet nozzle No. 80 of die-cast aluminum with stainless steel soleplate and hard chromeplated zinc automatic comb valve; 4-way rug cleaning action includes wide-angle suction on each forward stroke for deep-down dirt and surface litter; automatic combvalve combs out threads, hairs, etc. and parts rug nap for top to bottom cleaning; adjustable Fuller brush grooms nap; provides deep-cleaning suction on back movement for ground-in dirt.

A circular track base permits it to rotate for easier wall-to-wall cleaning; built-in suction control dial calibrated for various cleaning chores makes it possible to dial right suction for drapes, cotton rugs etc; restyled streamlined cannister with new set of clamp locks and the color changed to Biscayne blue.



SESSIONS Clock

The Sessions Clock Co., Forestville, Conn.

Device: Sessions "Sweetheart" clock Selling Features: New electric alarm, tilted searchlight styling; clear ivory case; Tru-Bel alarm movement; coffee-brown colored dial available plain or with luminous numerals and hands; 3\(\frac{1}{8}\)-in. diam.



WASTE KING Disposer

Given Mfg. Co., 3855 S. Santa Fe Ave., Los Angeles, 58, Calif.

Device: "Super Hush" Waste King electric garbage disposer.

Selling Features: Heavy duty resilient Super "Hush-Cushions" for quieter operation; improved cast steel alloy shredding sleeve eliminates garbage faster; Graphite shaft seal and seal plate protect the 4 h.p., 1725 rpm, 50-60 cycle, 115-volt motor; permanently lubricated bearings; manual reset overload protector built-in. 2 models: SH5500 and SH7000, fits most any sink; new built-in dishwater inlet saves double trap installation; modern design; white baked enamel finish, chrome trim.



PERFECTION Range

Perfection Stove Co., 7609 Platt Ave., Cleveland, 4, Ohio.

Model: No. L-303 Perfection 36-in.

Selling Features: Divided top—has 4 dual-coil Chromalox surface units with 7-heat speeds each, one of which is a "High-Power" unit. 36-in. oven finished in black porcelain enamel features non-tilt oven

36-in. oven finished in black porcelain enamel features non-tilt oven racks with safety stops; smokeless broiler has reversible rack which serves as trivet when roasting; conveniently located on splasher back is a standard outlet for easy use of mixer, toaster or percolator; a large double compartment finished in black for utensil storage; chrome handles and easy-grip type knobs; a lamp which illuminates entire cooking surface available as accessory; white enamel finish.



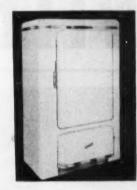
HOWARD Freezers

Howard Refrigerator Co., Inc., 4745 Worth St., Philadelphia, 24, Pa.

Models: Howard's chest freezer No. C-14 and upright freezer No. F-15. Selling Features: Chest freezer No. C-14 has two 11-in. work surfaces on each side of door; 36 in. high, 29 in. wide and 60 in. long; stores 490 lbs. frozen foods; back of door finished in pastel blue with chrome trimmed interior light; red warning light on front of cabinet helps protect against spoilage; hermetically sealed compressor; plated steel wire

baskets; chrome dual purpose handle serves as lock with key; aluminum interior completely vapor-scaled.

Upright F-15 Won-Dor model is 63 in. high, 38 in. wide, 29 in. deep; stores approximately 525 lbs.; 3 aluminum shelves inside door;



warning light automatically goes out if temperature rises over safety level; pastel blue door interior; balloon 1-piece rubber gasket; blue Polystyrene plastic breaker trim; leather grained aluminum interior; white baked enamel exterior, ‡ h.p. hermetically sealed unit; fiberglas insulation.



FAN-GLO Heetaire

Markel Electric Products, Inc., and La Salle Products Inc., Buffalo, 3, N. Y.

Model: Automatic Fan-Glo Heataire series 37T and 38T.

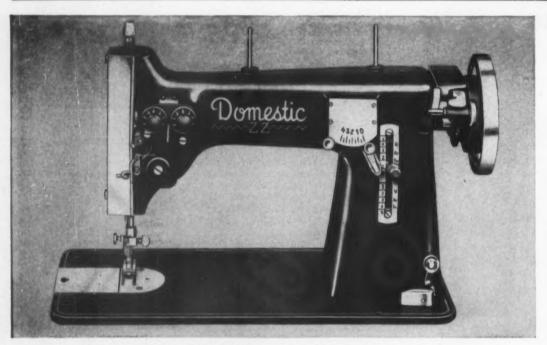
Selling Features: Newly styled, portable heater produces and distributes infra-red radiant and fan-forced heated air; built-in thermostat automatically turns heater on and off as necessary to maintain temperature selected from 40 to 85 degs. F.; 2 Neo-Glo elements—1320 watts in 37T and 1650 watts in 38T, one element is mounted in front of a chromeplated reflector to provide radiant heat, the other heats the air which is fan-forced; high gloss baked enamel finish; induction type a.c. motor; 17½ in. high, 16 in. wide and 8 in. deep.

special DOMESTIC



DOMESTIC SEWING MACHINE

OUT SEW... O H THE DI MESTIC



The Domestic "Imperial" Zig-Zag sewing machine, precision made in western Germany to the specifications of the Domestic Sewing Machine Co., Inc.



Handsome desk model with four full drawers to hold all sewing and writing equipment.



Console model features large tray for sewing supplies at-tached to inside of front panel.



The "Imperial" table model, a fullsize machine fitted into a smart luggage-type carrying case.

NO INVENTORY WORRIES WITH 4-MODEL LINE

Think of it! Now . . . you can carry the most popular Zig-Zag sewing machine models . . . desk, console, occasional table and table model, in the most askedfor finishes, mahogany, walnut, blonde, and maple . . . and yet have no more than four machines in inventory!

That's the tremendous dealer advantage in Domestic's "Imperial" Zig-Zag sewing machine.

What's more, these cabinets in themselves are a sales "plus", for they are made in Domestic's own world-famous cabinet shop in Cleveland.

The "Imperial" Zig-Zag is a "customer demand" product. You can meet all sewing machine prospects' requirements with these four Domestic Zig-Zag models.

Write us now for information about the valuable Domestic franchise in your neighborhood. We will be glad to send you details and answer any questions.

NOW . . . SELL EVERY **SEWING MACHINE** PROSPECT WITH ONE LINE . . . DOMESTIC

Add these great Domestic machines to the Zig-Zag "Imperial" and meet all sewing machine prospects' needs.

- 1. Lowest priced "No. 6 Long Shuttle" advertising leader
- 2. Low-priced, full-rotary "Special"
- 3. Moderately priced, feature-packed "DeLuxe"
- 4. The ultimate in sewing machines, the full-rotary "Streamliner"

This complete sewing machine line is designed to out sew and out sell all competition. Write . . . today!

WE WILL BE GLAD TO SEND YOU DETAILS AND ANSWER ANY QUESTIONS

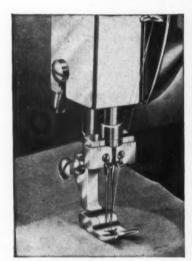
HEADLINERS 4-star

4-star special

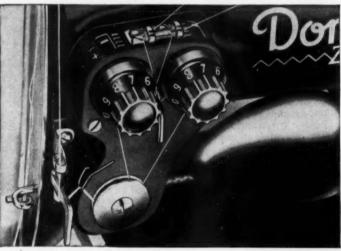
CO., INC., CLEVELAND 1, OHIO

ALL COMPETITION ZIG-ZAG "IMPERIAL"

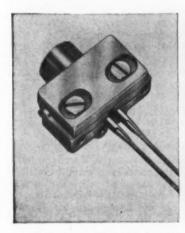
NOW . . . AN ADVANCE-DESIGN ZIG-ZAG MACHINE WITH ALL THE FEATURES



Exclusive adjustable Twin Needle Unit gives stitch width selection.



Exclusive with the Domestic Zig-Zag "Imperial", its Dual Tension Regulator assures perfect 2-color decorative stitching and piping.



Individual needle adjustment saves money, permits single, rather than unit replacement.



Exclusive 3-position Stitch Width Regulating Key allows widest application of decorative stitching.



Exclusive Needle Bar Position Regulator placed for steady arm control while sewing.

SEE THESE ZIG-ZAG EXCLUSIVES

Bring Customers into Your Store, Put Profit into Your Pockets With Features that Sell and Sell

Domestic brings you the Zig-Zag machine with the features women want . . . features that will bring customers to your store . . . that will make them buy. Here's your opportunity to get in on a sales-making, profit-bringing line.

The great Domestic "Imperial" head is packed with exclusives. It sews all flatwork, makes buttonholes and sews on buttons, does decorative stitching . . . all without attachments. What's more, this Zig-Zag machine makes a perfect straight stitch as well.

Makes Sewing Easier

Right in the heart of the zig-zag operation itself, Domestic scores with the features that sell... Dual Tension Regulator, Three-Position Stitch Width Regulator, Twin Needle Unit, and many others... all to make sewing with the "Imperial" a joy for the average housewife.

And, important to both you and your customers, every "Imperial" bears the honored guarantee of the Domestic Sewing Machine Company, with its reliable pipeline of supply for machines, spare parts, and sales support, here in the United States . . . a company which has been an American institution since 1868.

WRITE: DOMESTIC SEWING MACHINE CO., INC., CLEVELAND 1, OHIO



DOMINION Coffeemaker

Dominion Electric Corp., Mansfield, O.

Model: Dominion automatic Coffee King No. 1604.

Selling Features: 9-cup coffeemaker; cold water type pump for rapid brewing; enclosed steel rod-type element, 110-125 volts, a.e., 450 watts high, 50-watts low; no drip spout; stay cool plastic molded handle for easy grip; indicator jewel lights up when coffee is brewed to desired strength; flavor regulator control; cup markings inside and outside.



NUTONE Heater

NuTone, Inc. Madison & Red Bank Rds., Cincinnati, 27, O.

Device: NuTone radiant ceiling heater No. 920.

Selling Features: Designed for "on the spot" radiant heat in bathrooms; uses space least crowded in bathroom and is safely out of reach of accidental contact; a 1000-watt element mounted in mirror finish reflector focuses heat directly on body; wire grille protects element and reflector; 15½ in. diam. across grille, mounted in housing 7½ in. deep, 13 5/32 in. diam.



REO Revo-Lawn Mower

Reo Motors Inc., Lansing, Mich.

Device: Reo 4-cycle 11 h.p.

Selling Features: Equipped with au-

NEW PRODUCTS

tomatic rewind starter; 18-in. rotary blade is safety shielded, has no bolts or rivets; friction-type clutch of fibre-impregnated rubber protects engine when blade hits solid object; 4 easy-rolling rubber-tired wheels have oil saturated bearings and semi-pneumatic wide tread tires; blade has adjustable cutting height from 1 to 3 in. and will trim close to trees etc.

Engine has crankshaft speed of 3200-4000 rpm with built-in 2-to-1 gear reduction; plastic micronic oil changer; air vane type governor uses regular gas; leaf mulching attachment available; cream and green baked-on enamel finish.



HEATMORE Heater Panels

Heatmore Inc., 738 Broadway, New York, 3, N. Y.

Device: Heatmore radiant ceramic baseboard heater panels.

Selling Features: For use under picture windows or wherever wall space is limited; controlled by wall thermostat; element is embedded into a special ceramic composition; each panel is rated at 2.8 amps., 115 volts, and is 26-in. long, 8-in. high and 1½-in. deep; constructed for mounting at baseboard in continuous runs, depending on heating requirements.



SOLATRON Light Watchman

Solatron Div., General Aviation Corp., 540 E. B0th St., New York, 21, N. Y.

Device: Solatron light watchman an electric-eye device which turns house lights and other lamps on automatically as darkness approaches.

Selling Features: 3-in. high brown molded plastic housing; serves as a burglar protection by turning on lights when residents are away; electric-eye detects approaching darkness in evening and turns on lights which are connected into its socket—in morning lights are turned off again by arrival of dawn. Other uses include control of driveway lights, porch light, night lights, hallway lights, Christmas tree lights, etc. 115 volts a.c. only; takes lamps up to a total of 500 watts.



GENERAL MILLS Coffeemaker

General Mills, Inc., 400 Second Ave., So. Minneapolis, 1, Minn.

Device: General Mills automatic coffeemaker

Selling Features: True-Perk control gives choice of mild, medium or strong coffee; keeps "serving hot for hours"; makes 3 to 9 full cups; non-drip spout; 410 watts, 110-120 volts, a.c. only; Permachrome finish.



HANKSCRAFT Sterilizers

Hankscraft Co., Reedsburg, Wis.

Device: Hankscraft 8-bottle terminal sterilizers No. 201 and 200. Selling Features: Sterilizes baby bottles, nipples, caps and formula in one easy operation; unit shuts off automatically; No. 201 includes measuring spoons, graduate, funnel, tongs, bottle brush and nipple tray; sterilizer has non-breaking plastic base and metal top. No. 200 includes sterilizer with cord, nipple tray and bottle rack only.

WESTINGHOUSE Precipitron

Westinghouse Electric Corp., Air Conditioning Div., Hyde Park, Mass.

Model: New ceiling-suspended Precipitron No. PH-122.

Selling Features: Moves up to 90 percent all airborne dust; lightweight, weighs 200 lbs.; no moving parts; operation is based on principle that objects with unlike electrical charges attract each other. PH-122 designed for average 5 to 7 room house, handles from 1000 to 1200 cfm; larger model PH-242 handles from 2000 to 2400 cfm; both units clean recirculated air from living quarters as well as make up air from outside; compact, encased in gray enamel finished steel cabinet; major components made of aluminum.



NECCHI Sewing Machines

Necchi Sewing Machines Sales Corp., 164 W. 25th St., New York, 1, N. Y.

Models: Necchi 1954 sewing machine line includes 7 new cabinets. Selling Features: Desk model No. 401 has 2 cabinet features—a sliding top with working space when opened; when closed the top completely conceals machine head; plastic-finished top looks like wood and will not scratch or mar. 4 desk-type drawers and a hidden storage panel; mahogany and walnut.

No. 402 similar to No. 401 with

No. 402 similar to No. 401 with wood veneer top instead of plastic; blond, walnut or mahogany fin-

ishes.

No. 409 cabinet features a special tray that fits on top of cabinet and a set of castors on 2 front legs plus a handle on side for use as a portable bar, serving table or tea wagon.

No. 400, desk type cabinet features 2 leaves and 4 drawers; equipped with zig-zag head; available in walnut mahogany or blond.

able in walnut, mahogany or blond.
No. 404, spinet type cabinet, can
be used as end table or night table
as well; mahogany or walnut finish.

No. 403, Colonial American cabinet, maple finish, has leaf which opens up to provide wide work surface.

Queen Anne model, in mahogany or walnut is also available.



SNUG-A-BED Pad

Candace Inc., 105 So. La Salle St., Chicago, 3, III.

Device: Snug-A-Bed mattress pad. Selling Features: Placed on mattress under lower sheet; to be slept on, not under; lies flat; gentle warmth from low input of 50-watts can not be detected with hand-temperature is I-deg. or so above heat of skin; when this rising heat is trapped by body and bed-covers it provides soothing, sleep-inducing effect; available in twin, full-bed and crib sizes; a heat control is also available at extra cost.



WHY SYLVANIA PRODUCTS MEAN BETTER BUSINESS!

You're really on board the better-profit special when you feature Sylvania Picture Tubes and Receiving Tubes.

Your customers know Sylvania as a pioneer in the development of fine radio and television products. From the very beginning, the name Sylvania has stood for the highest possible quality. And, as the industry has progressed and expanded, Sylvania has taken great care to maintain its recognized leadership.

Now, due to advanced manufacturing techniques and precision testing methods, Sylvania tubes can point to outstanding records, both in long life and fine performance. Today 7 of the 10 leading set manufacturers use Sylvania Picture Tubes and Receiving Tubes.

So, if you want recognized quality working on your side . . . sell Sylvania! Call your local Sylvania Distributor for the latest fall prices and money-making promotion offers, or write to: Sylvania Electric Products Inc., Dept. 3R-1110, 1740 Broadway, New York 19, N. Y.

SYLVANIA

LIGHTING • RADIO • ELECTRONICS • TELEVISION

Television keeps telling about Sylvania quality

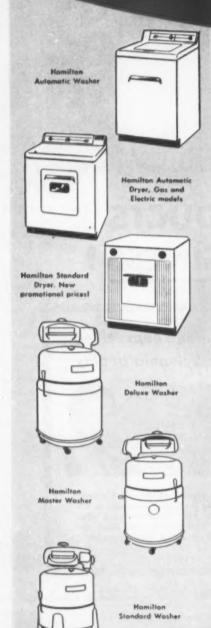


Sylvania's popular nation-wide television show "Beat the Clock" continues to tell millions of your customers week after week, all through the year, about the unbeatable quality of Sylvania products.

In Canada: Sylvania Electric (Canada) Ltd.



Hamilton backs 1954 with RESULTS ASSURED proof



Here's the laundry line of the year!

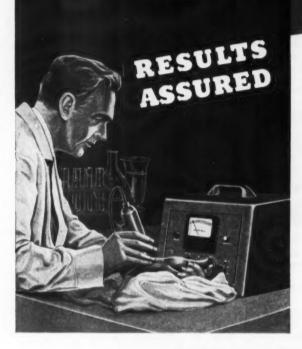
Hamilton, the originator of automatic clothes drying, now gives you a complete line of washers and dryers. Led by the magnificent new Companion Piece automatic home laundry, this new Hamilton line was tailor-made for today's market. There's a sale for every shopper, and no "poor relation" tagalong items to punch holes in your profits. See it...stock it...sell it—the 1954 Hamilton line, ready for you now!

Washday RESULTS ASSURED mean
sales RESULTS ASSURED for you

For franchise information, write

HOME APPLIANCE DIVISION

washer and dryer line of better laundering!



And here's the greatest sales story of any year!

Out of the laboratories of leading nuclear scientists comes this powerful sales story! New scientific method of measuring washability by radioactive tracers used exclusively by Hamilton offers modern-age proof of washday Results Assured!

Here's the answer for today's hard-to-sell shoppers, wrapped up in a promotional package that was planned with you in mind!

Results Assured...another big first from Hamilton, the originator of automatic clothes drying!

Your customers will be reading about Hamilton Results Assured in these influential magazines...



be ready with the line! be ready with the story! be ready for the sale!

go ahead with Hamilton

HAMILTON MANUFACTURING COMPANY . TWO RIVERS, WISCONSIN

Idea suggested by GENE COFSKY Monroe Greenthal Co., Inc. New York



In Chicago, it takes 2 – for the long pull

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

NEW PRODUCTS

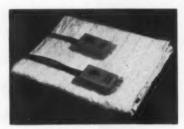


CORY Chocolate Mixer

Cory Corp., 221 N. La Salle St., Chicago, 1, III.

Device: Cory hot chocolate mixer.

Selling Features: A small powerful motor driven agitator attached to a Cory Ambassador 12 cup glass decanter—agitator arm projects into decanter, and mixes ingredients as the Cory warming stove warms and keeps fresh hot chocolate ingredients at correct serving temperature.



NORTHERN Sheets

Northern Electric Co., 5224 N. Kedxie Ave., Chicago, 25, III.

Device: Northern electric sheets feature new controls.

Selling Features: Temperature control units are molded in color from burn-resistant Plaskon urea plastic; sheets feature a ribbed element in the foot area for extra warmth; control is scratch- and chipresistant and is an insulator of heat and electricity.



UNIVERSAL Fans

Christy Products Co., Lynwood, Calif.

Device: New line of Universal fans, featuring the Allen A. Burden blade design.

Selling Features: New blade design provides maximum air flow at low rpm—this is accomplished by angling the pitch to form a spoon-like air cup at extreme ends; fan motors carry a 5-year guarantee; also feature all-round blade guards in decorator colors to harmonize with every room; can be set in window, on floor or hung on wall; available in 3 sizes with 3-speeds. Fans are available in 12, 14 and 16 in. sizes: 12-in. blade diam 1/25 h.p., 1550 rpm, 1550 cfm; 105 watts. 14 in. blade diam., 1/20 h.p., 1550 rpm, 1800 cfm; 180 watts. 16 in. blade diam., 1/15 h.p., 1550 rpm; 2050 cfm; 180 watts; a.c. only.



K-M Coffeemaker

Knapp Monarch Co., St. Louis, Mo.

Model: K-M automatic coffeemaker.

Selling Features: Brews from 2 to 10 cups; built-in measuring lines on lower bowl eliminate guesswork; each bowl 1-piece construction; Thermal-Magnetic switch controls brewing operation and automatically resets itself to keep coffee at serving temperature; Dur-A-Life, 700 watt element brews 10 cups in 14 min.; duo-purpose plastic lid; chrome finish.

WESTINGHOUSE Heat Pump

Westinghouse Electric Corp., Air Conditioning Div., Hyde Park, Mass.

Device: New Westinghouse Type HP heat pump, year-round air conditioner.

Selling Features: All-electric, fully automatic, depends solely on air for operation; for best results the unit is most adaptable to areas where the low temperature range is not extreme or of long duration; compact cabinet-type, provides continuous circulation and filtering of air in addition to winter heat and summer cooling and dehumidification; winter dehumidification can be added if desired; simple to install, selfcontained unit normally fits best in home utility room or basement. HP-3, 3 h.p. model occupies only 10 sq. ft. floor space, 6 ft. high; weight 1400 lbs. HP-5, 5 h.p. size is proportionately larger; both units can be installed simply by connecting power lines, a condensate drain and supply and return air ducts; a new single metering tube, newly developed, automatically switches unit from heating to cooling.



SESSIONS SWITCH TIMERS

It's news . . . news . . . news, and all good! For here, in the new, advanced design Sessions Switch Timer, are the clock-radio features you've been waiting for — new, exclusive improvements designed to keep your clock-radio sales rolling, customers satisfied. Look for them soon in the big name brands equipped with Sessions Timers.

SESSIONS NEW BUZZER ALARM

This new Sessions ten-minute delay buzzer alarm has a smoother, pleasanter tone than any other timer you can name. It wakes you gently, easily, and dependably . . . starts the day off right. It's a feature your customers will appreciate . . . one that you can cash in on!

SESSIONS POWERFUL NEW MOTOR

In no other dependable switch timer will you find a quieter, smoother-running motor than the new low speed unit now featured in improved Sessions Timers. With its larger core, larger silicone-impregnated bearings, and an ample reservoir of silicone lubricants, this powerful motor is especially designed to eliminate the annoying buzz of high speed gears . . . provide years of trouble-free service.

SESSIONS NEW "SINGLE-SWITCH DESIGN"

Newly designed to simplify compliance with



THE NAME TO WATCH FOR IN TIMED APPLIANCES

Underwriters' Laboratory standards, this compact, completely enclosed 15 ampere switch will not only perform both the automatic and sleep-switch functions but will eliminate costly, non-functional bulk in new or redesigned clock-radios. This means you can offer your customers even greater clock-radio efficiency at a new low cost.

AND HERE'S MORE GOOD NEWS:

SESSIONS NEW "LOWER-THAN-EVER-PRICES"

Cost savings realized through more efficient design are being passed on to you, with the result that Sessions timer prices are lower than ever — lower than those of other dependable makes. You'll find that you can sell Sessions-equipped clock-radios at a price that automatically promotes rapid turnover. Remember . . . it pays to sell SESSIONS. The Sessions Clock Company, Timer Div., Forestville, Conn.

LAY SAFE!!! NEW PRODUCTS

Cadillac dealers Crack sales with this combination

Cadillac cleaners are moderate in price, easy to POPULAR PRICES Cadillac cleaners are moderate in price, easy to afford. This means more prospects . . . more profits for a Cadillac dealer.

NATIONAL ADVERTISING A Cadillac dealer gets important sales help from advertising that appears on the pages of many national publications. These magazines, reaching homes tional publications. These magazines, reaching nomes in every area of the U.S., help create a large local demand.

For more than 40 years, reliable distributors and dealers have been alert to Cadillac quality . . . have an invest our liberal discount solice. PROVEN PRODUCT enjoyed our liberal discount policy. Write today for information. Enjoy more .. more of life.

sales . . . more profits .



PLUS 2-Speed control: HIGH for deep-down cleaning; LOW for delicate fabrics

adillac

MODEL 143A

CLEMENTS MFG. CO., Dept. A, 6650 S. Narragansett Ave., Chicago, III. Since 1911, sold only by reputable dealers and distributors



PALMAIRE 4-Way Weatherman

Palmer Mfg. Corp., Phoenix, Arizona, Subsidiary of McCray Refrigerator Co., Inc., Kendallville, Ind.

Device: Palmaire Jr. year 'round appliance for weather comfort in home and office.

Selling Features: Heats, humidifies, circulates air, can be used as a spot evaporative cooler; portable; as a heating unit it has a 1350-watt element that produces 4600 btus heat; as a humidifier it is filled from side through handy pull-out trough with 2-gal. water; specially built Palmer pump circulates water from reservoir in bottom over specially developed spun glass pad; air is filtered as it is drawn through pad for dis-tribution by fan through dry room; this humidified air can be warmed by element or unheated can be used as evaporative cooler; as an air circulator it can be carried from room to room (weighs 28 lbs.) circulates 700 cu. ft. cool, filtered air per min.



RAYCINE Hair Cutting Set

John Oster Mfg. Co., 1 Main St., Racine, Wis

Device: Raycine deluxe home hair cutting set.

Selling Features: Complete with all professional hair cutting equipment packaged in jewel-box traveling case; designed to give professional hair cut at home; set includes precision-built clipper forged steel barber shears, barber's tapered comb; illustrated booklet of step-by-step instructions on "how to cut hair." Clipper has balanced, shockproof, long-life construction built to glide through hair without

pulling; ivory-colored casing; operates on 11-120 volts a.c.; shears designed for close, expert trimming; tapered ivory comb matches clip-



DRYOMATIC Dehumidifier

Dryomatic Corp., Alexandria, Va.

Device: Dryomatic adsorption-type dehumidifier No. 21.

Selling Features: Less than 2 ft. high, unit tucks away inconspicuously, plugs into standard current; also available in a deluxe model 21H with indicator panel and humidistat which regulates room hu-

midity to any predetermined level.

Both models finished in 2-tones -beige with cocoa brown or sea green with forest green; a compressor unit squeezes a portion of mois-ture out of air into form of water; operates on principle that certain chemicals have affinity for moisture particles in air-air is passed through a special bed of drying agents which adsorb moisture, air is then returned to room dry and dust-free unit employs no heavy-duty motors or moving parts except small fan.



OZO-DRY Dryer-Deodorizer

Michael Electric Products Inc., New Haven, Conn.

Device: Ozo-Dry electric hand and hair dryer that also deodorizes.

Selling Features: 3-in-1 appliance; directs gentle flow warm air to dry hands or hair; deodorizing function stems from Ozo-Dry's Westinghouse Odorout bulb; takes up only 9x7 in. space; fits on wall; complete with bracket; operates on a.c. current; home model is portable, can be slipped from bracket and placed on table or shelf; equipped with timer that runs for 1-min. and stops automatically; can be adjusted to hold position for hair drying; available in decorator pastels; rust-proof heavy gauge steel.



Powered to Pick Up the World... to Pick Up your Radio Profits



Built to travel and play anywhere. Has rugged aluminum chassis frame, rich-looking instrument



Famous "Golden Throat" tone system! Colorful world map shows Time Zones. New switch compensates for low line voltage.



Home broadcasts come in strong and clear! 3 separate antennas for good reception everywhere. Plays on AC, DC, or battery.



Internal components are "Climatized" against heat, cold, and humidity extremes for allweather performance!

This is it—the world radio! Sell a whole new group of world travellers, sportsmen, servicemen with this new portable—the 7-band "Strato-World." Top-grain cowhide case is styled as handsome luggage. It's the best looking radio you've ever displayed!

Huge ad campaign helps you sell the "Strato-World"

Ads in Holiday, Time, New Yorker, National Geographic, Field & Stream, Outdoor Life, and Sports Afield. Plus complete point-of-sale kit—wall charts, streamers, counter cards, all full color!

Here are the great new RCA Victor advances you'll find in the "STRATO-WORLD":

- True Electrical Band Spread Tuning—found in no other portable. Tunes in Europe and Asia like local broadcasts.
- Lightest all-way radio yet! Only 23 lbs. with batteries; has storage rack for 5 spare tubes.
- 3 antennos! Push-button short wave antenna extends 4 ft. Large built-in AM antenna, plus special AM antenna for use in planes, trains, etc.
- Low line-voltage compensator—for normal reception in areas where line-voltage is low.
- Top-grain stitched cowhide makes luxurious luggage; satin-chrome metal instrument panel.

Call your RCA Victor distributor today—stock up for profitable "STRATO-WORLD" sales now! And ask about the complete point-of-sale display kit.

RCA Batteries are radio-engineered for extra listening hours. Make sure your customers got them.



Triks. (

DIVISION OF RADIO CORPORATION OF AMERICA



AUTOMATIC No valves to turn! Capacity is renewed under *positive electric* control! It's easier than dialing a phone!

RUGGED Welded steel shell with durable, bronze valves. Fully backed by the *originators* of home water softening.

FULL DEALER SUPPORT Liberal co-op advertising, promotion. Complete salestraining program. Sales-clinching home demonstration plan.

NATIONAL ADS Work hard for Permutit dealers, Give you prospects from leading publications, including—Better Homes & Gardens, American Home.



HERE	S HOW
YOU	CAN
CASH	INI
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are ava	
	ow. Mail
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full det	ails, today! /
	/

	T COMPANY, Dept. EM ad Street, New York 36,	
Send me ful	ll details on a Permuti	t franchise.
NAME		
ADDRESS		

NEW PRODUCTS



ELECTRIGLAS Heater Appleman Glass Works, Bergenfield, N. J.

Bergenfield, N. J. Model: Electriglas Dialtemp port-

able heater.

Selling Features: Built-in thermostatic control maintains constant, even warmth automatically suit

static control maintains constant, even warmth automatically; suitable for sunporch, bathroom, nursery, attic, cellar; streamlined heater; consists of unbreakable glass heating panel with steel frame in ham mered silver finish.



PENNWOOD Clock

Pennwood Numechron Co., 7249 Frankstown Ave., Pittsburgh, 8, Pa.

Model: Nautilus No. 956.

Selling Features: Gold plated metal case, mahogany finish; self-starting numeral clock automatically calculates time at a glance; 7 in. high, 18 in. wide, 6 in. deep, weighs 6 lbs.



BIG BOY Barbecuer

Big Boy Mfg. Co., 59 E. Orange Grove Ave., Burbank, Calif.

Models: A complete line of outdoor barbecueing units available with compact gear reduction motor at extra cost.

Selling Features: 1953 series features heavy cold rolled steel construction; baked enamel hammertone gray finish with blue trim; stainless steel reflector on all hooded models; chromeplated, double forked spit; clevator assembly for raising and lowering

fire box; access to fire through front doors; Formica top cutting boards with chrome towel bars; divided grills; large rubber tired wheels and hard rubber swivel casters; available in a variety of sizes; specially designed motor designed to turn spit at 6 rpm available as an accessory at extra cost; casily attaches without screws or bolts; fits any Big Boy barbecue or brazier.



PARAGON Elec-Trivet

Paragon Electric Co., Two Rivers, Wis.

Device: "Elec-Trivet" food warmer. Selling Features: Specially designed built-in heating element keeps casserole dishes, sauces, coffee, etc. at

serving temperature; styled like a

colonial trivet, in black antique finish cast iron with a brass heating element in center.

CAMFIELD Electric Blankets Camfield Mfg. Co., Grand Haven, Mich.

Models: Camfield Sleepmaster blankets and electric "Blank-Ette" sheets.

Selling Features: Blankets, of 25% wool, 25% cotton and 50% rayon, available in twin- and double-bed sizes in 4 colors; double-bed size equipped with single or dual slumber dial automatic controls.

Blank-Ettes, available in doublebed size only, in 4 colors, maize, scafoam green, pink mist and hyacinth blue; sanforized and mercerized. Also available with single or dual slumber-dial automatic controls.

Briefs

Arrow-Hart & Hegeman, Hartford, announces the "Lifetime Quiette switch" said to be quiet in operation. Can be installed in any position, not just up and down; safe for use with incandescent and fluorescent lights; compact, enclosed mechanism; Bakelite; silver alloy contact tips; Ivorylite or brown Bakelite handles; lock type with key also available. Available for 15 or 20 amps. 120 and 277 volts, a.c. only.

Mystik Self-Stik freezer tape is now available in three colors providing quick identification for meats stored in freezer. Red for beef, blue for pork and neutral for other foods. 3 rolls of 3 colors now available in one handy package.

SOLD

PRESTO PRODUCTS WILL BE PRE-SOLD FOR THE BIG GIFT SEASON AHEAD! . . . Watch leading national magazines for colorful, hard-hitting ads designed to bring holiday gift business right to YOU!

CHECK: PRESTO PAD AND COVER EXTRA incentive profit promotions on the PRESTO VAPOR STEAM IRON. Advertised in Oct. 5th LIFE... tie in with local ads... MATS FREE!... Extra profit promotions on the PRESTO AUTOMATIC DEEP-FRYER... Extra promotional push behind PRESTO COOKERS!

GET FULL DETAILS FOR EXTRA SALES . . .

CONTACT YOUR DISTRIBUTOR NOW!







PRESTO INDUSTRIES, INC.

Eau Claire, Wisconsin



OVER 19 MILLION SATISFIED PRESTO USERS

ELECTRICAL MERCHANDISING-OCTOBER, 1953

PAGE 151

give us 5 minutes to prove you'll

MAKE MORE



Thor Automatic Washer with matching Thor Automatic Clothes Dryer



Thor Built-in Electric Range —perfect match for other Thor appliances



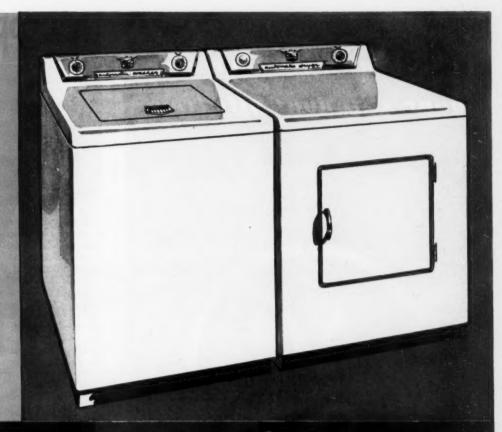
Thor Spinner Washer with matching Thor Automatic Clothes Dryer

with

THOR CORPORATION, Chicago 50, Illinois

NEW THOR WASHN'DRY DUET

What a combination! New Thor Automatic Washer with matching New Thor Automatic Clothes Dryer offer the utmost in sales-winning beauty and clothes washing and drying perfection! Matching New Thor Spinner Washer an optional choice for your customers.





Thor Wringer Washers to fit every customer's need —and income



Thor Gladiron
sensation of the
industry!



Thor "Quick as a Flash" TV Show—Big-Impact National Advertising



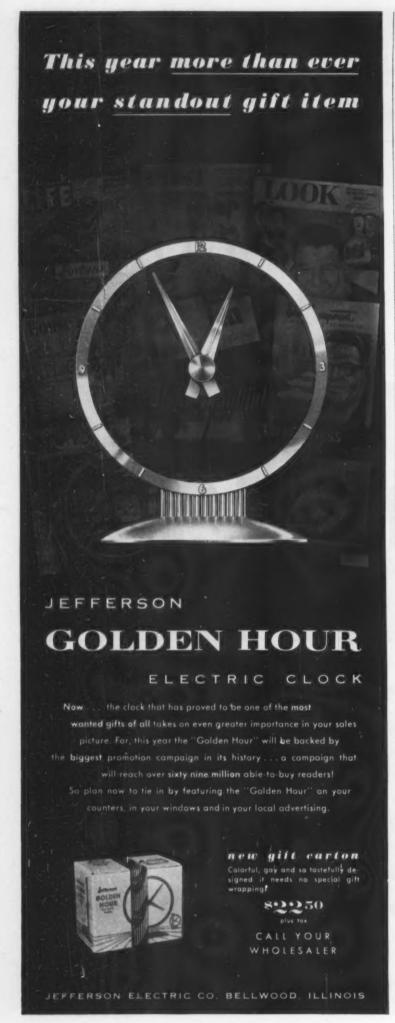
Thor Traffic-pulling Promotions that pay off, year after year!



5 MINUTES is all it will take your Thor distributor salesman to prove to you that you'll really Make More with Thor! Keep an open mind until you see the showdown proof that the name Thor on your sales floor means more traffic flowing into your store door!

Ask your Thor distributor salesman how to measure the value of the Thor line. It won't cost you more than 5 minutes—it can mean plenty of profits to you!

When You Think of Value . . . Think of Thor



NEW PRODUCTS



A homemaking center that can be planned in 60 seconds is a new idea introduced by The Murray Corp. of America. One simple measurement is all that is needed—preferably the wall where sink is located. A variety of efficient homemaking centers that will fit any kitchen even with only 3½ ft. wall space are available. All units of heavy-gauge steel welded into a 1-piece unit. Acid-resisting titanium porcelain enamel sink tops; high baked enamel cabinets; sound insulated doors and drawers. Included are the Murray food waste disposer and the Dishmaster dishwasher.



Wear Ever recently announced a new line of cooking utensils made of a new special extra-hard alloy called "Hallite" said to spread heat three times faster than ordinary metals. Design changes include rounded sides, flat bottoms and curved lids to cook food from the bottom up, from sides in and from top down. Available in 1½, 2½ and 3½ qt. sauce pans and an 11 in. covered fry pan. A 4-piece set is also available.

A heat reflecting ironing board pad, called Half Time, is announced by Damben Products Co., Chicago, Ill. Made from thick reflective aluminum, to fit standard boards, it goes over fabric pad and under ironing board cover. Silvered surface reflects heat from ironing board fabric pad into garment.

New Labelon Printed Flatback tape is now available at reduced prices in true white, precisionprinted to users' specifications. Tape features high tensile strength, an adhesive which sticks firmly to any clean surface, yet strips off cleanly without leaving mark. Dazey Corp. announces a new Table-Topper can opener and Table Topper knife "Sharpit" sharpener. Rubber vacuum mounting base adheres to horizontal non-porous surfaces such as formica, enameled metal, glass or porcelain. Can opener height adjustment permits opening 46 oz. cans while mounted on table top. Also available with magnetic lid-lifting attachment. Red, white or yellow enamel with chrome trim. "Sharpits" available with single

"Sharpits" available with single and double grinding wheels; red enamel, chrome trim.



A new thermostatically controlled firelarm is announced by Colette Co., Detroit, Mich. Small (4½x5½) and weighing 1½ lbs., uses no current until alarm sounds and fire is put out, then automatically resets itself. Gray enamel finish.



International Air Conditioner Cover Co., 39 Great Jones St., New York, N. Y., announces an air conditioner cover in 21 styles to fit all models of window-type air conditioners. Custom made of weatherproof Velon and waterproof, flame resistant, self-extinguishing, with plastic binding and reinforced with stitched-in metal stays.

Fresh'nd-Aire Co., announces a new automatic timer for use with Fresh'nd-Aire dehumidifiers, fans, circulators and humidifiers; appliance plugs into timer, which is hung on wall and plugged into outlet; timer automatically turns appliance on for designated period then automatically shuts it off daily.

A Monowatt phone light and all-purpose night light is announced by Wiring Devices Dept., General Electric Co., Providence, R. I. Broad base slips under desk phones or hangs from nail. 3 swivel adjustments.



we guarantee a

3 minute demonstration
will sell

STEWART-WARNER



Thunderbolt

Unit-Assembled
CHASSIS

Here it is! A sales story so complete . . . so powerful . . . so convincing that dealers across the country report a tremendous sales response from a 3-minute Stewart-Warner THUNDERBOLT CHASSIS DEMONSTRATION.

Use this unique new Stewart-Warner 3-D Mirror Chassis Display to DEMONSTRATE the big story behind the "most amazing picture in TV!"... now made possible by the revolutionary new Stewart-Warner Unit-Assembled Thunderbolt Chassis.

Sell GREATER POWER... sell UNIT-ASSEMBLY... sell POSITIVE QUALITY CONTROL.., sell SERVICING

Contact your Stewart-Warner Distributor for full details on how you can have one of these dramatic "sure-fire" Thunderbolt Chassis Demonstration Units set up in your store.













STEWART SW WARDER Only Stewart-Warner gives you the amazing Thunderboit Chassis in 34 sparkling new 21", 24" and 27" TV models . . . a wide selection of cabinet styles . . . open-face consoles, models with doors, trim table sets . . . lovely Mahagany or Blande Oak finishes, harmonious leatherette . . . plus a choice of two new U.H.F. and V.H.F. tuners for full Channel Coverage.

STEWART-WARNER ELECTRIC

Division of Stewart-Warner Corp. • 1300 N. Kostner Avenue, Chicago 51, Illinois • In Canada: Belleville, Ontario

Leading Producers of Electronic Equipment for the Armed Forces

NOW! you get the



exclusive in Jet Vacuum Cleaner

SURVEYS PROVE WOMEN WANT MORE POWER IN THEIR VACUUM CLEANER! TESTS PROVE <u>JET 99 HAS 56% MORE POWER</u> THAN THE AVERAGE OF 4 POPULAR CLEANERS!

OCTOBER 1953-ELECTRICAL MERCHANDISIN

PAGE 156

POWER to make the sale!

Now, Universal Jet 99 gives you the power ammunition to make the sale . . . and make a tidy profit.



Jet-Power

to pick up deep-down dirt and stubborn specks with once-over cleaning action! 56% more power by actual test!



Jet-emptying

in 2 seconds flat. The fastest, easiest, most foolproof emptying action of any cleaner on the market! Lid flips open, dust bag lifts out to be thrown away!



Jet-design

easy gliding, no-tip. Carries as easily as a portable radio, stores compactly in closet. Streamlined Jet 99 is the cleaner design of tomorrow!



Jet-attachments

7 special Serva-tools in handy carrying kit - at no extra cost to you or your customer!



Jet-display

holds the handsome Jet 99 cleaner up where your customers can see it . . . admire it . . . buy it! This trim, modern, inexpensive new display unit is available to you -



with powerful ads in Life, Post, Good Housekeeping, Better Homes & Gardens, Modern Bride, Ebony -carry the hard-selling Jet 99 mes sage to 76,270,000 readers in the 48 states!



the Betroit Sue Press

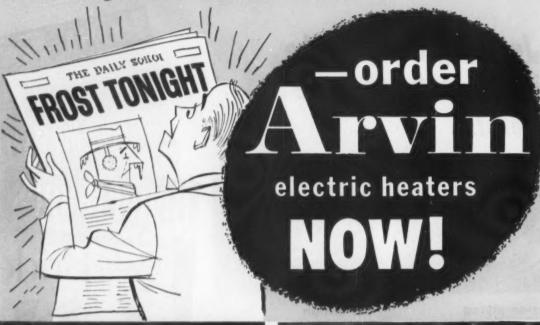
Chicago Daila Tribune

Jet 99 can sky-rocket your sales this Fall. For details contact your Universal Jet 99 distributor or write Landers, Frary & Clark, New Britain, Conn. for his name.



A-1 CLEANER

Don't let this headline catch you with your heaters down!





ARVIN AUTOMATIC-THERMOSTAT CONTROLLED



MODEL 5230 Arvin Custom Safety, designed by Raymond Loewy is a new note in portable heater styling. Finished in attractive gunmetal enamel with sparkling chrome trim. 1320 watts, combining fan-forced and radiant heat. Tilts vertically to provide indirect heat and act as air circulator. Special Safety Switch cuts currant instantly if heater is overturned on face.

Model 5200 Arvin Custom, Loewy design, copper enamel finish, 1320 watts, fan-forced heat. \$16.95

MODEL 5630 Arvin Automatic Deluxe is the finest in portable electric room heaters. 1320 and 1650 watts capacity, choice by selection. Combines fan-forced and radiant heat, Furnace-type thermostat; long-life rangetype heating units; two-heat switch, red glow signal light. Safeguard Safety Switch. Handsome \$3.495 gray enamel finish with maroon plastic trim.

Model 5530 Arvin Automatic, 1650 watts, thermostat controlled, Safeguard Switch; green enamel finish, \$29.95

THE COMPLETE LINE - COMPLETELY ACCEPTED

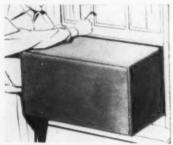








Minneapolis Honeywell Regulator Co., announces a plug-in type humidity control that automatically regulates operation of portable home dehumidifiers. Easy to install, the instrument gives accurate control of humidity content in house and reduces cost by eliminating unnecessary operation of dehumidifier. Contains enclosed Micro switch that can operate on 1 h.p. motor directly.



Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, Ill., has a new cover to protect Mitchell 4 and 1-ton air conditioners when not in use. Made of specially treated, gray weather-proof, 10-oz. canvas, the cover fits snugly over

outer cabinet of conditioner and fastens with 2 adjustable straps.

Also available as an accessory for use on Mitchell 1, 1, 1 and 1. h.p. air conditioners is an automatic thermostat to maintain even room cooling temperatures. Easy to install; installation parts needed are included in thermostat kit; operating range of thermostat is from 65 to 85 degs. F.



International Register Co., announces an electric timer, "Time All" that turns appliances on-andoff automatically at exact time day after day without resetting; a manual switch for days when schedule is to be interrupted. 4-in. high 5 in. wide, 2½ in. deep; easy-to-read dial; gray plastic case; weighs less than 2 lbs. a.c. only. Located at 2624 W. Washington Blvd., Chi-cago 12, Ill.



These leading magazines will carry the Northern story to your prospects this Fall . . will be backed by direct mail, colorful sales literature, point-of-sale displays and effective sales training material. Ask your distributor or write Northern for full details. It all adds up to more profit for YOU this year, with Northern!

Northern Electric Sheets

meet the growing demand

Northern sheets offer all the sleeping advantages of electric blankets at less cost. Single or dual controls. Slightly warmer in foot area. Ideal for traveling. Lightweight . . . compact. Easy to wash. Made of percale . . . Rose, Blue or White.

Northern Electric Company

41 Years Experience Making Electric Blankets and Electric Heating Pads
5224 North Kedzie Avenue • Chicago 25, Illinois



How Would You Like a

7 Big Days-All Expenses Paid on the Glorious Luxury Liner QUEEN OF BERMUDA

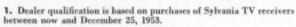


ENTERTAINMENT NIGHT AND DAY!

Starting with a gala reception at New York's famous Waldorf-Astoria, Sylvania will be the host to a fabulous seven-day cruise to the world's most glamorous islands, Bermuda and Nassau. Every Sylvania dealer is eligible. You'll be treated royally on the Queen of Bermuda, a floating palace complete with deluxe facilities for swimming, first-run movies, dancing, all kinds of sports . . . the most luxurious appointments and delicious meals. Sightseeing trips on both Islands. Entertainment day and night-ashore and aboard.



And Here's How You Can Qualify For This Luxurious 7-Day Cruise



2. Dealer can qualify for one or two passages.

3. Contact your Sylvania TV distributor now for full details. The sooner you qualify, the better your accommodations.



RELAX IN MILD OCEAN BREEZES!



SEE NATURE AT



THRILLING SPORTS

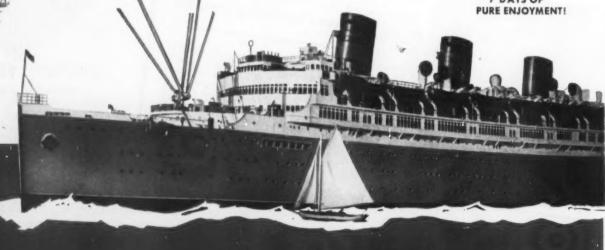
LIVE AND PLAY LIKE A KING!



RADIO . TELEVISION . LIGHTING . ELECTRONICS



7 DAYS OF PURE ENJOYMENT!





RAYTHEON 1954 TV

Television and Radio Div., Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago, 39, III.

Models: Raytheon 1954 "Continental" series include two 21-in. table models; six 21-in. consoles; three 24-in. models and three 21-in. combination consoles.

Selling Features: Table models include UM-2133 Concord and UM-2135 Saxony; features include a 21-in. black rectangular, prefocused electrostatically picture tube plus 5-in. permanent magnet speaker; 19 tubes plus 5 rectifiers; 1-knob switches antenna and tuning system to VHF or UHF; built-in VHF and UHF connections. UM-2133 has gray leatherette finish, UM-2134 maroon, Saxony, UM-2135 similar in blond or mahogany cabinet.

Console models have 19 tubes plus 5 rectifiers; VU-matic controls; single knob, and automatic switches circuits and built-in VHF-UHF antennas. Fairmont has period styled genuine mahogany console with full length scroll doors. Mayflower has contrasting grain blond finish and full doors; Carelton, and Whitcomb mahogany consoles; Biltmore, openface blond cabinet.



Colonial combination in Maple console has full range AM radio plus phono jack and earphone plugin provision. 27 radio and TV tubes plus 4 rectifiers; 10-in. magnet speaker. Madrid TV-AM radio mahogany console has 27 tubes, 4 rectifiers; convenient phono-jack and earphone plug-in.

and earphone plug-in.

Stockholm TV-radio-phono combination includes a 3-speed hi-fi phono, in blond cabinet. Essex also has built-in AM radio and 3-speed hi fi phono in mahogany veneers cabinet.

24 in. models Westminister, blond or mahogany have 21 in. tubes plus 6 rectifiers. Waldorf has flame-grained full length doors in mahogany cabinet; Imperial has blond cabinet full length doors.

NEW PRODUCTS ... Television and Radio



STROMBERG TV

Stromberg-Carlson Co., Rochester, 3, N. Y.

Model: S-C 21-in. blonde Modern No. 621-22 CDO console.

Selling Features: Equipped with S-C Panoramic Vision for wide viewing angle; UHF and VHF reception in fringe or nearby areas; intercarrier sound to permit tuning for maximum picture in low-signal locations; audio system equipped with concert-type permanent magnet speaker; ample baffle area for time tone reproduction of speech and music; comb-grain limed oak veneers ornamented with antiqued gold finish pulls on full length doors which swing completely back against cabinet sides; removable safety glass; hardboard safety back with power-line interlock covers all chassis mechanisms. No. 621 CDA has strip-type tuner to which UHF strips may be added by replacing unused VHF strips. No. 622 CDO has 82-channel UHF-VHF tuner.



HALLICRAFTERS TV Sets

The Hallicrafters Co., 4401 W. 5th Ave., Chicago, 24, III.

Models: One 17-in. table model; two 21-in. consoles; one 24-in. console and a 27-in. console.

Selling Features: 17-in. table model is available with VHF only as 17T-100 or with UVH-UHF as 17T101; cabinet in mahogany textured leatherette with gray eschtcheon; fringe area chassis.

21-in. consoles includes 21K-200B and 201B an open-faced console model in blond with VHF only or VHF-UHF reception; "easy-angle" tuning panel set at 30 deg. angle; also 21K-230M and 231M, in a mahogany cabinet with \(\frac{1}{2}\) doors; "easy-angle" tuning panel, an alu-

minized picture tube and oversized casters are other features.

24-in. models 24K240 and 241 in

24-in. models 24K240 and 241 in blond or mahogany cabinets with full doors, with choice of VHF or combination VHF-UHF reception.



27-in. console 27K250B, big screen model, features "easy-angle" tuning; an aluminized picture tube; a chassis which generates 21,000 volts; a noise and interference eliminating filter and oversized casters; decorator cabinet with full doors in blond solid oak.



ROLAND Clock-Radio

Roland Radio Corp., Mt. Vernon, N. Y.

Model: Roland clock-radio 5C1.
Selling Features: Modern plastic case with built-in tone louvers; weighs 3 lbs., 11 ozs.; automatic Sessions timer; direct tuning makes it easy to operate; works on a.c. or d.c., available in maroon or ivory.



HALLICRAFTERS Clock Radio

The Hallicrafter Co., 4401 W. 5th St., Chicago, 24, III.

Device: Hallicrafters clock-radio. Selling Features: French provincial design in antique walnut or mahogany, delicately carved and finished; face of spun brass, time setting indicators in ancient black scroll; tuning and tone controls of 5-tube radio in 2-tone finish mounted on either side; speaker located at top.



ADMIRAL Hi-Fi Radio Phono Admiral Corp., 3800 Cortland St., Chicago, 47, 111.

Device: Admiral 20-tube Hi-Fi AM-FM radio-phono combination. Selling Features: Features a chromium-plated chassis, a 2-way dual speaker system, and a special adjustment to bring out all tones in various makes of full-fidelity records; available in 3 cabinet styles: 18th Century mahogany, modern blonde oak and American provincial in maple.

Twin speaker system consists of a 15-in. bass "woofer" in a 6.7 cu.ft. wood enclosure lined with special sound-absorbing material and a smaller compression type "tweeter." "Woofer" gives distortion-free response from 3500 cycles down to 30 cycles and "tweeter" gives undistorted response from 3500 up to 16,000 cycles; heavy Alnico 5 magnet; independent bass and treble tone controls which do not

Equipped with professional type automatic record player with heavy duty, 4-pole motor; lightweight tone arm floats on records with pressure of only 9 grams; long-life sapphire needle with a .001 tip for long playing microgroove records; a separate .003 in. needle and cartridge for standard 78 rpm discs; a selector switch provided to adjust the pickup for individual characteristics of various LP records; new type hi-fi ceramic pickup cartridge provides wide range response, is impervious to heat and moisture; set contains an outlet for plugging in a tape recorder, microphone and sound from a TV receiver for playing through the hi-fi system.

Double-shadow tuning eye tells when FM or AM stations are correctly tuned; built-in high gain triode preamplifier incorporates record equalization system whereby a selector knob restores tonal emphasis lost in making various types recordings; continuous bass tone control variable up to 17 des boost of 15 dcs cutdown at 50 cycles per sec.; FM hi-fi response from 30 to 16,000 cycles; flat within 1½ dc; AM response ranges from 30 to 7500 cycles flat within 11 dc; noise control providing hum and noise level at less than 1/1000 of signal level; hum and noise is 60 dc below the 1.5 volt output for FM, AM and TV and 50 decibels below 1.5 volt output on phono. All triode power and amplifier with flat response from 20-80,000 cycles.



It's here! It's New! It's complete! It's what women all over the country have been waiting for because it does BOTH floors - not just floors alone

The Shetland scrubs floors; waxes and polishes them to a professional brilliance; buffs floors, tables, counter tops, etc., even steel wools for heavy duty cleaning. THEN by adding the exclusive self-adjusting RUG CLEANER attachment it completes the job by bringing back the original bright colors to rugs.

There's a big "Economy Angle" to the Shetland too. One round of rug cleaning in the house practically pays the entire cost of the appliance.

NEW PRODUCTS.

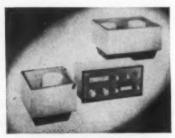


G-E Hi-Fi Enclosure

General Electric Co., Electronics Park, Syracuse, N. Y.

Device: New G-E 6 cu. ft. speaker enclosure designed as part of G-E "Custom Music Ensemble," No.

Selling Features: Designed for the G-E 2 dual coaxial hi-fi coaxial hi-fi loudspeaker, it is also recommended for use with No. 1201A and 1203A 12-in. single cone speakers; acoustically the speaker enclosure permits full tone from 40 to 15,000 cycles when used with 12-in. dual coaxial speaker; provides radiation of true bass and extended high frequencies over an angle of 100 degs.; a choice of corner location or againstthe-wall placement is offered; entire front is covered with woven lumite cloth, back and sides of plywood with 1-in. thick acoustic lining. A feature is its distributed port which provides effective damping of loudspeaker at low frequencies.



REGENCY Hi-Fi Ensemble

Regency Div., Industrial Development Engineers Association 7900 Pendleton Pike, Indianapolis, 26, Ind.

Device: Regency hi-fi ensemble for home, No. 1000.

Selling Features: Gold and black units designed so that they need not be housed in a cabinet; perforated gold shields house 2 of 3 units; protective glass top reveals component assembly; 3 units consist of a pre-amp-equalizer, a power amplifier, and power supply; all units are non-hygroscopic; each is calibrated and has an individual response curve supplied with ensemble; hermetisealed transformers and chokes; low-noise 1 percent carbon film resistors; non-deteriorating oilfilled capacitors; variable crossover compensator; one low and 2 high impedence inputs with continu-

ously variable level compensator; equivalent noise input level is 10 microvolts.



JENSEN Hi-Fi Reproducer

Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago, 38, III.

Device: Jensen "Duette" compact 2-way hi-fi reproducer.

Selling Features: Meets needs of hi-fi enthusiast with a space prob-lem; 11 in. high, 10 in. deep and 231 in. long can be placed on a backshelf, end table desk or table; 2-tone pigskin plastic covering with copper trip; special 8 in. speaker unit and special tuned acoustic element enclosed case combined with multicell compression driver h-f unit yields a 2-channel system; can be used with tape recorders, with many small am-fm radios; used to augment other speakers in a multispeaker hi-fi system; special heavy duty 8-in, "woofer", a multicell horn "tweeter" and has impedances of 4 and 8 ohms with a 30 watt power rating.



V-M Hi-Fi Changers

V-M Corp., Benton Harbor, Mich.

Device: VM Tri-O-Matic hi-fi record changer No. V-M 935 HF.

Selling Features: Die cast aluminum tone arm, rigid and resonance-free; 2 plug-in tone arm heats (burgundy head recommended for 78 rpm cartridges and gold head for LP cartridges); laminated turntable with precision-formed concentricity; 4-pole, 4-coil motor eliminates electronic hum and rumble; muting switch; plays all 3 sizes and speeds automatically with positive intermix of any ten 12-in. and 10-in. records of same speed; jamproof mechanism with automatic shut-off; easy manual play; gentle tri-o-matic spindle; flat, air-cushion drop to turntable after records are gently lowered to spindle shelf.

A 45 spindle attachment allows automatic play of up to 14 large center-hole records and has its own receptacle with self-closing lid in changer base plate. Gold and burgundy finish.

NATIONALLY ADVERTISED





\$4995 Fed. Tax

We've put the Shetland All-Purpose Elecverve put in anethora All-Purpose clearitic Polisher and Worksaver for the Whole Family in a COLORFUL GIFT PACKAGE for Holiday and year-round giving. It's such a strong, sturdy box that it can be used for storage of unit later.

> GIFT for the WHOLE FAMILY THE SHETLAND CO. LYNN, MASS.

and rugs -



COLORFUL CROSLEY RADIOS FOR CHRISTMAS!





Meet the Crosley Graduate — favorite of the college crowd! That means the huge teen-age market will clamor for it too! Takes lots of gaff, fits anywhere. Allowance-sized prices: Red, Chartreuse: \$21.95;* Mottled mahogany: only \$19.95!*

Crosley's Come In Sky-High Styles . . . Glorious Colors . . . And Bedrock Prices!

Special engineering and circuitry give Crosley radios a magnificent console-like quality. Exclusive Crosley audio system provides remarkably rich bass tones. And special transformers keep stations from "drifting."

For tone, for styling, for best-selling color, Crosley radios give you a selling edge that can't be beat.

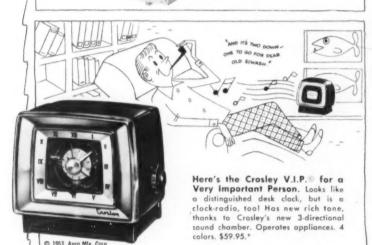


Grandma'll rock with pleasure over the beautiful Crosley Clock-Radio. Choice of 5 dazzling colors; fills every role from sandman to waker-upper to housewife's helper. 3 models: \$27.95,* \$34.95,* \$39.95.*



Susie'll be a one-gal party with new 3-speed Crosley Portable Clock-Radio-Phonograph! Radio turns itself on and off; phonograph can be time-set to play records of all sizes automatically. Handsome leatherette case. \$119.95.*







Brighten your life with a

CROSLEY



the world's most colorful radios!

And now the Globemaster — Crosley's new international short-wave/AM portable pulls in stations from the most remote parts of the world. Superpowered superheterodyne chassis, telescope antenna. Works on AC, DC, or battery. 3 colors. \$64.95,* less batteries.



NAMED IN HONOR OF DOUGLAS AIRCRAFT'S FAMOUS
"GLOBEMASTER" THE WORLD'S LARGEST LONG
DISTANCE TRANSPORT NOW IN PRODUCTION



Crosley's listened to what you dealers said you most wanted in a window display . . . pooled its know-how of window display problems with the talents of America's window-dressing specialistsand come up with a Christmas window g-u-a-r-a-nt-e-e-d to stop shoppers and pull them into your store!

MAN, THIS DISPLAY HAS GOT WHAT YOU NEED AND WANT!

Seventeen (count 'em, 17!) different, hardworking sales messages on Crosley TV and radios scattered adroitly through the window. That house in the center (eye-grabbing, eh?) is only 51/2 feet tall. And—best of all—the whole display is flexible to the nth degree . . . you can drop pieces so that it works hard in a 6-foot window or expand elements so that it handsomely fills an 18-foot window.

Let us help you make THIS Christmas your best selling Christmas ever! Contact your Crosley distributor. He's set and primed to put this Christmas window to work for you when you say the word.



You can sell 'em BETTER on a CROSLEY

WIN 2 WAYS WITH HOOVER IRON

Booming sales of Hoover Steam or Dry Irons assure profit a-plenty; fool-proof construction means never a servicing problem



NO SERVICING PROBLEM. Anyone who can turn a screwdriver can open up the Hoover Steam or Dry Iron for easy, on-the-spot servicing. Even should major repair be required (as when an iron has been dropped) you can promise your customer overnight service, through Hoover's nation-wide service set-up.



NO SALES PROBLEM. In every detail of design and construction, the Hoover Steam or Dry Iron gives every woman exactly what she wants. Lets her do steam pressing and finishing at home; makes regular ironing easier and faster. What woman can resist it? What dealer can resist such a wide-open opportunity? If you're not cashing in on it yet, get in touch with your Hoover distributor... right now!

THE HOOVER COMPANY, Special Products Division, North Canton, Ohio



HALLICRAFTERS Portable Radio

The Hallicrafters Co., 4401 W. 5th St., Chicago, 24, III.

Model: New Hallicrafters worldwide portable radio No. TW-2000. Selling Features: Housed in weather-proofed case of ginger colored leatherette; has 8 wave bands; standard broadcast, a long wave navigational band and 6 shortwave, ranging from 1.8 to 18.2 mcs; brings in stations from all over world and operates anywhere.



WEBCOR Phono

Webster-Chicago Corp., 5610 Bloomingdale Ave., Chicago, 39, III.

Model: Webcor "Lark" manual 3-speed phono.

Selling Features: Luggage-type carrying case in burgundy or green top and bottom and burgundy and cream or green and cream striped center panel; speaker opening covered in matching cloth; equipped with 4-in. speaker and simplified volume and tone controls designed as a complete unit.



CRESCENT Tape Recorder

Crescent Industries, Inc., 4140 Belmont Ave., Chicago, 41, III.

Model: Crescent tape recorder No. 907.

Selling Features: A dual track 71

NEW PRODUCTS Recorders

ips machine with fast forward and rewind; flat frequency response from 70 to 8500 cps; less than ½ 1% wow and flutters; 3-watt amplifier; one control for record and play; handles up to 7 in. reels; gives 2 hrs. recording time; has mike and radio-phono input plus 3.2 ohm output for speaker and high impedance output for external amplifiers; easy to operate; weighs 20 lbs. complete; aqua and beige; leatherette case. Companion model, No. 903 available with 3½ ips speed.



DAYSTROM Tape Recorders

Daystrom Electric Corp., 837 Main St., Poughkeepsie, N. Y.

Models: 2 popular priced Daystrom magnetic tape recorders, Crestwood No. 303 and 401.

Selling Features: No. 303 is a 1-packaged unit containing recorder, preamplifier, amplifier and speaker; for home and general purpose recording; has frequency range from 50 to 10,000 cycles; new push button touch control system; weighs 22 lbs.

No. 401 is a recorder and preamplifier to be used with its companion No. 402 or any high quality amplifier and speaker; designed for expanding hi-fi market; has frequency response of 30 to 13,000 cycles; controls positioned for easy handling include a selector switch for tape playback and inputs for microphone, radio-TV and phono, monitor volume, recording volume, tone balance and recording safety interlock. Both models have new type tape transport unit; have recording speeds of 7½ and 3½ in. per sec., on 2 tracks, giving 2 hrs. playing time on a 7-in. reel; magnetic eye operates from special electronic circuits.

CALIFONE Portable Phono.

Califone Corp. 1041 N. Sycamore Ave., Hollywood, Calif.

Model: Custom Imperial No. 401 portable automatic phono. Selling Features: Variable reluct-

Selling Features: Variable reluctance pickup, separate bass and treble equalizer control push pull extended range, 6-watt amplifier; Jim Lansing signature speaker; and



Webster 3-speed record changer with 45 rpm spindle and complete automatic shutoff; portable case covered with leatherette, chrome hardware.



MAGNEMATIC Tape Recorder

Amplifier Corp. of America, 398 Broadway, New York, 13, N. Y.

Model: Magnematic 110-volt a.c. portable tape recorder.

Selling Features: Weighs 19 lbs.; attains frequency response of 50 to 15,000 cycles at 7½ ips; operated by push-button control; solenoid operated clutch controlled capstan drive; relay operated modified Geneva movement to control high speed rewind and 60 ips; 5 in. plastic or metal reels of standard ½ in.



EICOR Tape Recorders

Tape Recorder Div., Eicor Inc., 1501 W. Congress St., Chicago, III.

Models: Improved No. 230 and a new model 400.

Selling Features: No. 230 features a plug-in heat; easy-playback feature through external amplifier; standard professional jacks; frequency range of 70-7500 cycles at 7½-in., and 70-4000 cycles at 3½ in.; 6 to 1 rewind

speed; double track recording heat; plywood cabinet with plastic impregnated cloth covering.

No. 400 a single-speed recorder, designed for universal use, eliminates extra attachments and gadgets; has break-away cord for easier storage; plug-in head; new automatic retractable rubber pressure roller; 70-5000 cycle frequency range at 34 in.; 6 to 1 rewind speed with 2 hrs.; 7 in. reel tape capacity.



AMPRO Tape Recorders

Ampro Corp., 2835 N. Western Ave., Chicago, 18, III.

Models: 2 all-electronic, automatic, hi-fi tape recorders Celebrity, No. 755 and Hi-Fi, No. 756, and Hi-Fi console speaker.

Selling Features: Both models feature new electro-magnetic "piano key" control system; solenoids operate controls—(1) record key, interlocked with a record safety button must be pushed to side so record key may be depressed; tape starts instantly when record key is depressed; (2) fast forward key provides rapid tape motion for accurate cueing or indexing; (3) rewind key provides rapid even-tension rewind; (4) play key provides instant tape motion; (5) stop key provides instant tape motion stop.

Celebrity has 3½ in. per sec tape speed and a frequency response of from 30 to 8500 cps; 2 hr. playing time with dual-track operation.

Hi-Fi, No. 756 has tape speed of 7½ in. per. sec; frequency response from 30 to 13,000 cps; 1 hr. playing time with dual-track.

Both models have electro-magnetic, push-button operation.

A new matching console speaker cabinet designed as an accessory for either model houses a 12-in

Alnico 5 speaker; cabinets covered in simulated limed-oak vinyl plastic.

Other features include recording level indicator (electronic eye); automatic selection locator; matched dial-action tone control; automatic power release circuit.

JEWEL Hi-Fi Phonos.

Jewel Radio Corp., 900 Passaic Ave., East Newark, N. J.

Models: 3 new Hi-Fi phono models. Selling Features: Acoustically designed cabinets have 3-speed automatic Garrad record changer with automatic muting switch, 206-in. matched tone true speakers with undistorted audio output over entire volume range with matched push-pull amplification.

0/4/0/7/4/8

Twin-A-Matic



THE DEXTER COMPANY
FAIRFIELD, IOWA

UNMATCHED PERFORMANCE!

The Dexter Twin-A Matic gets clother clear interference on yether weather—install in all the world, no other world is it is

POWERFUL SALES ADVANTAGES!

You have no competition when you're Dexter dealer, because only Double her the interesting testing to be provided to the provided testing the provided to other works. It is not the provided to other works the provided to other works.

HIGH PROFITS!

High dealer profit margin makes every sale really profitable! And every sale least to another sule because the Dexter Twin A. Assigned the customer satisfaction, in all the world no other washer like it!

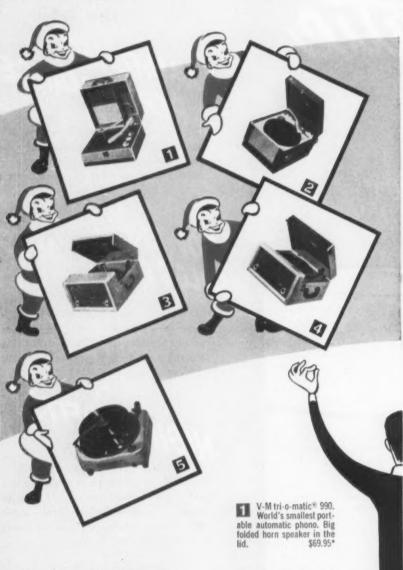
UNEXCELLED !

For extra sales and profits, you can't be at the sambination of the one and only Issue Africa. Wosher, a full line of home laundly professional including the world's finest aligner, and a continuous proved provided in all the world, no other profit reliabilitation (the life

WRITE FOR COMPLETE DETAILS

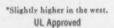
This chorus carols songs of sales for dealers who for dealers who STOCK and PUSH V-M PHONOGRAPHS

There are lots of buyers for every V-M model. Use the complete "chorus" for complete profit! Popular V-M phonos lead the field in beautiful tone, advanced features and low price.



- V-M tri-o-speed® 121.
 Portable manual
 phono, Custom-balanced
 speaker. Plays all speeds,
 sizes. \$29.95°
- V-M tri-o-speed 151.
 Portable manual
 phono. Superb speaker, 2
 color styles, 2-needle tone
 arm. \$49.95*
- V-M tri-o-matic 986. Portable automatic phono with 5" x 7" speaker, adjustable tone chamber. 45 Spindle included. \$86.50*
- V-M tri-o-matic 972.
 Table model automatic phono. A nationwide
 favorite. 4" x 6" speaker.
 Siesta Switch. \$59.95"

See Your V-M Man - for Products, Promotions, PROFITS!



V-M CORPORATION

World's Largest Menufacturer of Phonographs and Record Changers Exclusively

NEW PRODUCTS ... Intercoms & Briefs



MITCHELL Intercom Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, III.

Device: "Magic plug-in" portable intercommunicator No. 1280.

Selling Features: Requires no connecting wires; each unit is complete electronic transmitter-receiver operating on 175 kc frequency; carries and operates as far as several miles apart, depending on local conditions; suitable for offices, plants, institutions, farms, homes between nursery, kitchen, garage, attic or basement. Each unit complete with powerful Alnico PM speaker-microphone; gray plastic cabinet; 115-120 volts, a.c. or d.c.



VOCATRON Intercoms
Vocaline Co. of America, Inc.,
Old Saybrook, Conn.

Models: 2 improved Vocatron portable "wire-less" intercom models: Standard CC-20(D) and CC-45.

Selling Features: Improved noisesuppressing circuit; elimination of need for 3-rd wire connection and electronic improvements which provide more faithful voice and tone reproduction; weighs approximately 4 lbs.; portable, ready for instant operation without additional wiring. Each model has redesigned cabinet of gray plastic.



TALK-A-PHONE

Talk-A-Phone Co., 1512 So. Pulaski, Rd., Chicago, III.

Model: Talk-A-Phone intercommunication No. LC-33.

Selling Features: 2-station low-priced intercommunicating system requires no wired installations, plugs into any outlet; "Sonic Gate" provides noise-free communication by screening out hum and noise. More stations can be added at any time with all stations being able to receive messages transmitted from any point; also equipped with Uni-Trans, which provides dictation and supervisory control and does away with need for operating controls while dictating. Also serves for listening in on nursery, or sick-room.

TV BRIEFS

Two new designs of broadband TV antennas, one for VHF, the other for UHF-VHF reception, with good directivity and a gain of up to 15 db. over standard reference dipole has been announced by Best Electronics Corp., 2254 Colby Ave., Los Angeles, Calif.

The VHF Best Double-Diamond No. 213 covers from channels 2 through 13; weighs 7 lbs.; large area of signal intercepted; zig-zag vertical driven elements and reflectors of $\frac{3}{4}$ in aluminum tubing; 2 cross-arms to improve low-band VHF gain.

Best Double-Diamond for UHF and VHF available in 3 models: All are similar in shape and performance to larger VHF design without cross-arms; no lead-in insulators are used. Provide a gain from 10 to 13 db. over UHF range covered by each model as well as an average gain of about 6 db. on VHF band.

Brach Mfg. Corp., Newark, N. J., announces a UHF Bow-Tie antenna No. 489 and a UHF indoor antenna No. 483 Bow-Tie.

No. 489, designed to requirements of primary, ghost-free UHF areas; can be stacked for fringe area reception. One stacking bar included with each unit

No. 483 indoor antenna has same design as outdoor UHF Bow-Tie, mounted on a black porcelain base.

Channel Master announces an addition to its line of twin-tuned yagis. No. 525, an antenna peaked for channels 2 and 5, features a transformertype dipole; has 6½ db gain on channel 2 and 8 db on channel 5 for a single bay. Stacking provides substantially higher gain. Operate with single transmission line—no switching necessary. Other Twin-Tuned Yagis in line include No. 536 and 545 for channels 3 and 6 and 4 and 5 respectively.

Convaire UHF converter is announced by the Alliance Mfg. Co. Designed for use with conventional VHF receivers to provide reception of UHF stations within signal range. Features rapid installation and plugs into wall outlet. Features high-gain with lownoise factor.

NEW PRODUCTS . . . TV Briefs



Tele-Turn is a new, easy operating TV turntable, requiring no attach-ment to set on table, has a soft plush finish that protects table top and keeps set firmly in position by friction; made of Masonite Presdwood discs, 15-in. diam.; may be used with any table model; discs are finished with antique brown rayon flock and rotate on precision steel ball bearings. Manufactured by Prescott-Thompson, Inc., Eldredge St., Binghamton,

Two new cathode-ray tubes Type 24CP4 and 24CP4A, its aluminized counterpart, are announced by The Rauland Corp., Chicago. New tubes are rectangular, glass, magnetic focus and magnetic deflection direct view picture tubes; equipped with electron gun which is used with external singlefield ion trap magnet and an external conductive coating that acts as a filter capacitor when grounded. Gray filter-glass faceplate. Aluminized tube gives additional light output because of metal-backed screen.

Twin-Arrow indoor antenna No. 303 is announced by Hi-Lo Antenna Corp., 3540 Ravenswood Ave., Chicago, Ill. Features complete UHF band coverage; has high signal gain; twin arrows may be adjusted for local areas; gold upright and cross bar and lightweight brown plastic base.



The Sound Div., of Webster Electric Co., Racine, Wis., has added an SS-464 portable sound system to their line. Consists of 2 10-in Alnico V speakers mounted in split-type carrying case. A sliding shelf at bottom of case holds a 15 or 25-watt amplifier while shelf at top allows for storage of microphones and extension cords.

Telrex, Inc., Asbury Park, N. J., announces a Duo-Band "Conical-V-Beam" No. 420, plus a modification kit No. 410 to modify any existing "Conical-V-Beams" for optimum re-ception. Duo-Band provides VHF-UHF coverage with one transmission

Lightweight UHF-VHF array with one major in-line lobe, with perfect match constant center impedance pro-

viding high gain, high signal-to-noise throughout 54 mc to 890 mc spectrum and beyond. Can be stacked up to 4 bays. Transition from VHF to UHF is automatic.

Tel-A-Ray Enterprises, Henderson, announce a new Tel-A-Ray "Rocket" antenna which receives all channels; does not require rotator or switch. Available in 2-bay, No. BN-2, and single-bay, No. BN-1.

Swivel-Bow, a window sill, bow tie antenna for UHF No. WB-10 has been announced by RMS, New York City. Entirely assembled, it is the same design as the RMS roof top unit. A rotating head and a swivelaction extension arm provides flexibility in positioning for maximum signal. Accommodates windows from 32 to 42 in. wide.



Turner Co., Cedar Rapids, Iowa, are marketing a new UHF-TV converter designed for low signal area installations; features a 2-station preselector with 2 silver-plated coaxial cavity tuners; a double shielded oscillator; a broadband amplifier with cascode circuit.



Bogen introduces a new UHF converter designed to permit reception of all UHF stations on standard VHF sets. Easily installed the UCT converter is self-contained in brown plastic cabinet; features single knob continuous tuning over entire UHF band. David Bogen Co., New York, 14, N. Y.

JFD announces a new 3-in-1 lightning arrester for UHF and VHF flat, tubular and open-wire twin-lead. Nos. AT110 and AT110S, Strain-relief lips protect twin-lead from rippina apart against contact-teeth.

A new Regency remote control for TV has been announced by Industrial Development Engineering Associates, Indianapolis. Simple to install, works with any existing set; performs 4 functions-selects stations, adjusts fine tuning, controls contrast and volume at a distance of more than 150 ft.

This chorus carols songs of sales for dealers who TIE IN with V-M ADVERTISING

Use the full power of this terrific Christmas "chorus" of V-M November and December a lvertising to make more sales! These dynamic V-M ads will pre-sell your best prospects. Time your displays and advertising to tie-in with the V-M schedule. Ask you V-M Man about all the effective sales aids available from V-M, "the Voice of Music."



YOUR "TIE IN TO CASH IN" CALENDAR

DATE	PUBLICATION	AD
Oct. 20 .	Living for Young Homemakers	2-color, ½-page ad
Oct. 23	Coronet	2-color, full page ad
Oct. 25	Sunset	B&W, full column ad
Nov. 6	Esquire	2-color, 1/2-page ad
Nov. 18	House and Garden	2-color, 1/2 -page aid
Nov. 20	Household	B&W, full column ad
Nov. 20	Living for Young Homemakers	2-color, 1/2-page ad
Nov. 25	Coronet	4-color, 2nd cover ad
Nov. 25	Sunset	B&W, full column ad
Nov. 29	American Weekly	4-color, ½ page ad
Dec. 1	Seventeen	2-color, 1/2-page ad
Dec. 6	Parade	2-color, 2/5-page ad

See Your V-M Man - for Products, Promotions, PROFITS!

V-M CORPORATION

World's Largest Menufacturer of Phonographs and **Record Changers**



M. W. HALLIN January ATH THE ST ALIKA HAMSAN MARKET STI ELECTRICAL. MERCHANDISING IANUARY . 1953 STATISTICAL AND MARKETING ISSUE popularies region by states and some sense. 1953 formed and rodio TV convinces among sense. Applicance and redic-TV solutation of all Lenwers. I Red of solutions by months, showing seasonal an indifference Sound articles on the form modes and an indifference Model scales by months, thewing secretarial transfer in lighting them and scales by months, thewing secretarial transfer of the form months in market and the first market and the form 25 and linear and an analysis and an according to the form of the fore of the form of Reports from 213 utilities on their merchanditing plans, take supported montest studies on 25 appliances, adia and take The 1953 business authors for the industry SERVING THE APPLIANCE - RADIO - TV INDUSTRY

the 1954 Statistical Issue

... best way to reach dealers and distributors

Good sales plans are based on sales experience and aimed toward the best sales potential. That's how sales-minded dealers and distributors work. America's leading dealers and distributors use the best source of merchandising information on the whole Industry to sharpen up their sales planning . . . ELECTRICAL MERCHANDISING. The January 1954 Statistical Issue gives them exclusive product reviews on . . .

Room Air Conditioners Steel Kitchen Cabinets **Electric Bed Coverings** Food Waste Units Lamp Bulbs and Tubes Power Lawn Mowers Electric Shavers Sandwich Grills Broilers Deep Fat Fryers Mixers Fans Irons Dishwashers Waffle Irons Toasters Dehumidifiers Small Motors Record Players

Television Radio Washers Ironers Ranges Freezers Roasters Blenders Refrigerators Clothes Dryers Water Heaters Floor Polishers Space Heaters Electric Clocks Vacuum Cleaners Coffee-Makers Recorders Sewing Machines Water Softeners

The Industry will have the big picture on the applianceradio-TV product markets brought up to date for it in this important Issue. Your national trade advertising in this Annual Data Book will give dealers and distributors the specific information about your product. They'll use it throughout the year to guide their best sales efforts.

Manufacturers have given the Statistical Issue the Industry's greatest advertising acceptance for years because they know it is read and used. For the last four

years they have placed 200 or more pages of advertising in this one issue. The January 1953 Statistical Issue carried more advertising pages than ever before appeared in a single issue of any other publication serving the field.

The Statistical Issue gives retailers, wholesalers and manufacturers the information they need to determine sales potential and direct sales efforts. Three times in the last four years judges of leading merchandising publications in Industrial Marketing's Annual Editorial Competition have awarded a First Prize plaque for Editorial Excellence to ELECTRICAL MERCHANDISING'S January Statistical Issue.

Dozens of exclusive market studies plus scores of vital tables, charts and graphs deliver a big sales-minded audience which will make your advertising most effective . . . and help you maintain the sales momentum you need to get a bigger share of the market.

The January Statistical and Marketing Issue is the best single means of keeping your brand name before the Industry. It will keep dealers and distributors aware of your product throughout the year. Use the Statistical Issue to cut sales costs and improve distribution in 1954. Do an important advertising job in the trade publication that sells SELLING best — ELECTRICAL MERCHANDISING . . . it's the Industry's Best Seller . . . use it regularly for best sales results.

AN ADDED PLUS WITHOUT AN ADDED COST

This issue will give complete Pre-Show coverage of the January 1954 Chicago Housewares Show with a complete list of exhibitors, special features and important last minute news round-up. Don't miss it!

Now is the time to make your space reservation for the January Statistical Issue

Closing Dates . . . Copy to Set—December 1 . . . Complete Plates—December 5



A McGRAW-HILL PUBLICATION . 330 WEST 42nd STREET, NEW YORK 36, N. Y.



- Super-Suction-for fast, efficient cleaning
- "Toss-Out" Dust Bag—no dust bag to empty
- "Super-Speed" Rug-Nozzle
- Full Set of Attachments-for every cleaning job
- Liquid Sprayer
- De-Mother
- Floor Polisher
- Lifetime Construction—light weight, durable
- Choice of Models—for"price"and"quality" markets

UPRIGHT

- 3-Way Cleaning Action-sweeping-vibratingsuction
- "Toss-Out" Dust Bag—no dust bag to empty
- AdJUSToRITE—automatically indicates correct adjustment
- Dirt-Finding Searchlight
- Lifetime Construction—light weight, durable
- Full Set of Attachments
- Floor Polisher—motor-driven attachment
- Choice of Models—for"price"and"quality" markets

KEEP YOUR EYE ON ROYAL

Royal has been a leader in vacuum cleaners for nearly half a century. Today, Royal is planning ahead for a future that will make Royal an even greater source of profits for dealers. Keep your eye on Royal!

ie-ins

Counter Cards • Tie-on Tags Newspaper Mats • Package, Envelope Inserts

AT NO COST TO YOU

ROYAL VACUUM CLEANER CO.



Cleveland 8, Ohio

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.

News Editor

TV Outlook: Good Business This Fall

Television business for the rest of the year should be pretty good.

That's the overall opinion of a number of set makers who last month took a look at their crystal balls in response to a series of questions posed by ELECTRICAL MERCHANDIS-ING.

It may not mean anything, of course, but not all manufacturers were willing to express themselves on the outlook for fall business.

But among those firms which were willing to guess at what the future may bring you could find these opinions: —TV business for the remainder of

-TV business for the remainder of the year will be "good" or even better -the industry will turn out some-

—the industry will turn out something like 3.4 million sets during the last six months of the year. Combined with output of over 3.8 million sets during the first half, twelve month totals will hit somewhere around 7.25 million, the second biggest in the industry's history

-manufacturers (for the record, at least) say they are unconcerned about inventories at factory, distributor or dealer level

—there are few clouds on the horizon right now. Credit restrictions, the high cost of living and the possibility of dumping because of over-production were mentioned as possible barriers which might have to be overcome this fall.

How's Business. Set makers are pegging a good bit of their optimism

- That's the opinion of manufacturers who are willing to make predictions; year's production may hit 7.25 million mark
- Trade counts on opening of new stations to build fall volume; high cost of living and credit seen as possible barriers

for good business this fall on the rapid opening up of new stations. As of September 11, 145 post-freeze stations had begun operation and industry sources felt that new station openings would continue at a rapid pace during the fall months. (There are 519 construction permits now pending, although work on many of these new stations is not even at the planning stage.)

Philco, for instance, says that "in view of the opening of 300 to 400 new TV markets this year we expect business to continue at its present high level throughout the year." Going one step further, Philco hazarded a guess that the coming Christmas season "may be the biggest television season the industry has known."

Du Mont's Dan D. Halpin, general sales manager for the firm's receiver division, said that all indications point to "excellent business during the forthcoming season." Halpin said that he found distributors and dealers to

be highly optimistic. Among the factors contributing to this feeling are the opening of new stations, the fact that the public has been told that practical color is still far away and the "now recognized" fact that color set production for a year or two will be limited.

How Good. Even though manufacturers are optimistic about fall business, none of them feel that second half production will be as good this year as it was last. In 1952 the industry turned out almost 3.8 million sets from July through December. This year the guesses are considerably lower, ranging from 3.0 to 3.6 million.

These second half guesses mean that production for the year will fall somewhat short of the industry's all time record of 7.46 million set in 1950. First half production this year was better than for any comparable period in the industry's history and if second half output had run even with second half production in 1952, the

Fast Thaw

It's been only a little over a year since the first post-freeze TV station (in Denver) went on the air. Since that time the pace for opening of new stations has stepped up. As of early September this was the way the scoreboard stood:

On Air: 108 pre-freeze VHF stations, 71 post freeze VHF stations and 74 post-freeze UHF stations. TOTAL: 253 stations.

Applications Pending: 364 VHF and 155 UHF (including 17 educational VHF and 10 educational UHF)

TV Grants: 175 VHF and 276 UHF. This includes 7 educational VHF and 13 educational UHF.

industry would have set a new record for 1953. As it is, 1953's total of somewhere around 7.25 million sets will be the second largest in history.

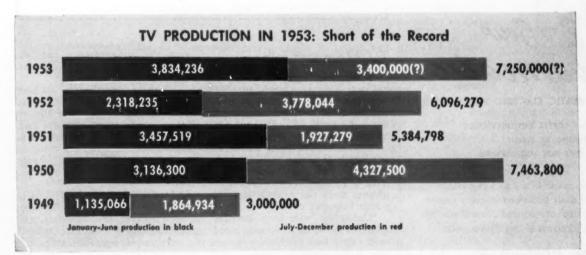
Manufacturer by manufacturer, the estimates of second half sales vary. Most optimistic is Motorola's Ed Taylor who predicts output of 3.5 million sets. Capehart's F. D. Wilson believes set makers will turn out 3.2 million

For the first 35 weeks of the year set makers have turned out something in excess of 4.9 million sets. That leaves about 2.3 million to be produced in the final 17 weeks of the year. That would be an average of about 135,000 sets per week. For the final weeks of August and early September production was running ahead of that figure; for the week ending September 4 output of TV sets was 166,000.

The Clouds. Few manufacturers

mentioned color television as a possible sales barrier in the months ahead. Mentioned instead were economic factors: the high cost of living, credit restrictions, and the possibility of over production.

The latter possibility was undoubtedly inspired by late summer's fairly heavy inventories. Even so, most manufacturers said they were pleased with inventories, both in size and in make-up as of September 1.





see the full-color 1/2 page ad in the October 24th SATURDAY EVENING POST





MAKES TWO CUPS IN

(B) STOPS PERKING BY ITSELF

(C) KEEPS COFFEE HOT FOR SERVING

West Bend now brings you the Flavo-matic in a 2 to 5 cup size. It's designed especially for those daily occasions in every family when only two, three, four or five cups are desired . . . and it's fully automatic, just like the well-known 8 cup Flavo-matic.



WEST BEND ALUMINUM CO. DEPT. 18A WEST BEND, WISCONSIN



Curtis W. McGraw

Everybody who knows Electrical Merchandising has known Curtis McGraw, president and chairman of the Board of the McGraw-Hill Publishing Company. The enduring mark of his leadership in the task of keeping business well-informed, shaping the technical development of industry, and holding the nation to an awareness of its power for greatness and goodness must remain on these pages. But it is something out of the lives of all of us that he died last month.

His death came on September 10 in his sleep at the Carlyle Hotel in New York. He was 57 years old.

Mr. McGraw, whose home was at 130 Hodge Road, Princeton, N. J., was the third son of the late James H. McGraw, Sr., founder of the publishing company of which Curtis McGraw had been president for the past three-and-a-half years, and of Mrs. Mildred Whittlesey McGraw of Madison, N. J., who survives him.

Born in Madison, N. J., Oct. 13, 1895, Mr. McGraw was a graduate of the Lawrenceville School, Lawrenceville, N. J., and of Princeton University, class of 1919.

Associated with McGraw-Hill Publishing Company since 1920, when he joined the McGraw-Hill Book Company (McGraw-Hill subsidiary), he was vice-president, treasurer and director of the Book Company from 1927 to 1950. He became vice-president and treasurer of the McGraw-Hill Publishing Company in 1943, and in February, 1950, was elected president and chairman of the

TV Memory Tube

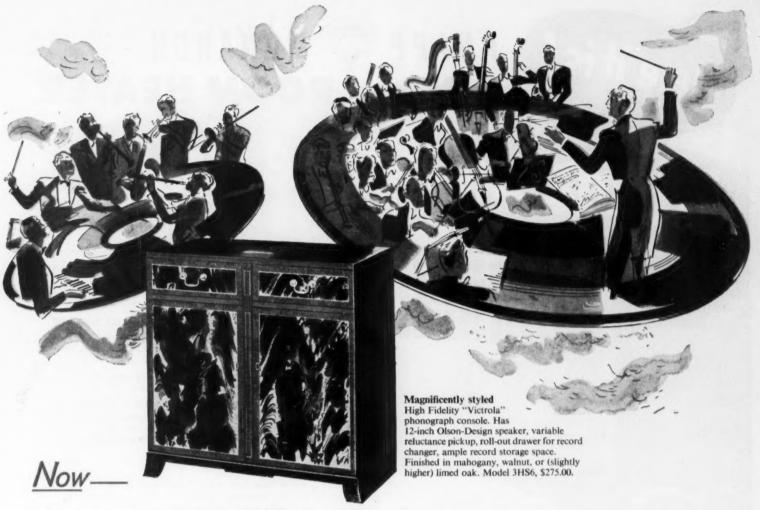
A television "memory tube" that can store TV stills for two months or more may herald the future of television on an international scale, according to Raytheon Manufacturing Co., which developed the product.

At a recent Raytheon convention in Chicago, Raytheon president C. F. Adams Jr., said the "memory tube" made it possible to "shoot television pictures across the Atlantic ocean on

a high frequency circuit."
"Unlike the 'wide band' transmission used in ordinary television broadcasts, this high frequency system permits the reception of only a small portion of the total image at a time, hence the information is put into the 'memory tube' at a relatively slow rate," Adams said.

"However, when the tube has been given a complete picture, it can be played back over regular TV stations within a few seconds," Adams said. The pictures you will see are not in motion, however. You see a succession of still pictures that change rapidly. Motion, we believe, will come

Adams said it would be possible to impress the TV picture on the tube, remove the tube from the circuit, pack it up and ship it 3,000 miles, plug it in and then play back the same picture originally put into the newly-developed tube



sell the huge new high fidelity market

with the RCA VICTOR COMPLETE HIGH FIDELITY VICTROLA" PHONOGRAPHS at popular prices!

HERE—the most saleable high fidelity instruments ever made!

Any music lover can afford these prices! And RCA Victor's complete high fidelity units play the richest, realest music your customers ever heard!

All new-a superb table model, and a luxurious console-complete high fidelity phonographs. Also available, a companion speaker for each unit. In the same room, it adds depth and realism . . . in another room, it serves as a second outlet.

Here are the features that spell extra QUALITY in these superb new units:

• High Fidelity amplifier with extra-wide rangecatches extreme "highs" and "lows." • Extra heavy wood walls, precision-built acoustical chamber. Silent record changer-no hum or rumble. Balanced, weighted turntable eliminates tonewaver. • 3 knobs for separate bass, treble, and loudness. • Olson-Design, wide-range curvilinear speaker gives brilliant reproduction. Has speakerjack and switch for attaching extra speaker.

Giant Ad Campaign-full-page advertisements in LIFE, TIME, NEW YORKER, SATURDAY REVIEW. HOUSE AND GARDEN. HOUSE BEAU-TIFUL, plus big campaign in leading concert programs! These ads will explode soon,

square in the middle of the buying season. They'll bring in the customers you want most!

When they get inside your store? Streamers, window displays, easel cards, point-of-sale material-they'll all point to the new RCA Victor High Fidelity "Victrola" Phonographs. Ask your distributor for the complete kit! And that's not all-there's a special set of demonstration records!

The first record, narrated by Deems Taylor, features musical highlights from the Classics and Pops . . . a thrilling introduction to RCA Victor High Fidelity "Victrola" Phonographs and Records. The second is a musical masterpiece composed of excerpts from the finest RCA Victor "New Orthophonic" records . music that will thrill any customer-and help you clinch the sale!

Mr. Dealer-high fidelity is a Big itemit's going to sell big. Call your RCA Victor





Companion speakers to add depth to music! Model SPK-8 has matching 8-inch speaker as extra outlet for table model; SPK-1 has 12-inch speaker to match the console. Cabinet finished in mahogany, walnut or (slightly higher) limed oak. SPK-8, \$69.95. SPK-1, \$89.50.

High Fidelity "Victrola" phonograph table model. Stunning Contemporary styling. Has 8-inch Olson-Design speaker, is finished in mahogany or (slightly higher) limed oak. Matching base available, extra Model 3HES5, \$139.95



World Leader in Radio, First in Television, First in Recorded Music

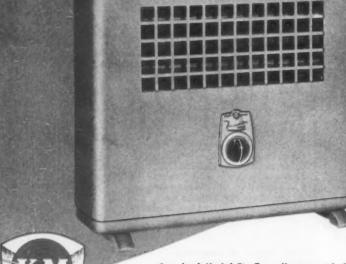
Tmks (D)





KNAPP MONARCH

eats an Entire



Standard Model Fin Type Heater with 3-heat switch, similar to model shown, but without the automatic room temperature control feature. Here's Why

140 FEET OF HEATING RADIATOR SURFACE is packed into this efficient unit . . . giving 35 times more heating surface than standard rod-type heating elements.

AUTOMATICALLY CONTROLS ROOM TEMPERATURE

from 40 degrees to 90 degrees F. regardless of changing outside temperatures. Exclusive new sensitive thermostat holds room temperature accurately. It is not, as with inferior types, affected by the heat of the heater itself!

Weighs less than 22 pounds...only 22" wide, 19" high, 51/2" deep. Plug into any adequate 110 volt circuit. Underwriters' approved.

NATIONALLY ADVERTISED

in Living for Young Homemakers, American Home, Better Homes and Gardens and House Beautiful.



PLAYROOM

NURSERY

Here's Where

ALABAMA

Birmingham-Stratton & Terstogge Co.

Phoenix—Arizona Wholesale Supply Co.
Phoenix Hardware Co.

ARKAMSAS Little Rock—J. T. Lloyd Co.

Eureka—Nerth Coast Mercantile Co.
Modeste—Wille Elec. Co.
Oakland—Gilson Supply Co.
San Francisco—J. B. Calder Co.
San Francisco—J. B. Calder Co.
Dunham, Carrigan &
Nayden Co.
Sloss and Brittain
San Jose—Appliance Distributors

COLORADO Denver—Central Elec. Supply Co.
Electronics Distributing Co.
Morey Mercantile Co.
Grand Junction—Biggs-Kurtz Co.
C. D. Smith Co.
Pueble—Pueble Electric Supply Co.

CONNECTICUT

Bridgeport - Park City Distributor Martford - Capitol Light & Supply Arthur Hahn Co. Joseph Simons Co. Roskin Distributors

Wilmington -- Arteraft Electric Supply Co.

FLORIDA

PLORIDA
FOOT Myers—Norman Auto Supply Co.
Jacksonville—All State Pipe & Supply Co.
Towers Distributing Co.
Lake Wales—Norman Supply Co.
Miami—A. N. Brady Wholesale ridew. Co.
Frank T. Sudge Whise, Idiw. Co.
Electric Sales & Appliances.
Possesseda—Pace Holland Co.
Tampa—Electric Supply Co.
L. & E. Distributors Inc.
L. W. Phillips Co.
Raybre Electric Supply Co.

RATHSKELLER

N MwA1

GEORGIA-cont. Gainesville - Paris Dunlap Hardware Co. Rome - Rome Hardware Co., Inc. Savannah - Westinghouse Elec, Sup. Co.

Aurora—Schomer Elec. Co.
Chicago—Alf-American Sales Inc.
Bruns & Collins Inc.
City Electric Supply Co.
Continental Products, Inc.
Ever-Ready Electric Supply Co.
Hyand Electrical Supply Co.
Hyand Electrical Supply Co.
Hilmis Electrical Supply Co.
Loomis Textiles Inc.
H. V. Mann Co., Inc.
John Plain & Co.
P. J. Rubey Co.
Steiner Elect. Co.
Triangle Industries Corp.
Weinberg & Company
Howard Electrical Supply Co.
Hilmis Electrical Supply Co.
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Howard Electric Supply Co.
Loomis Textiles Inc.
H. V. Mann Co.
Peorla—Color Wholesale Electric Co.
Loomis Textiles Inc.
H. V. Mann Co.
Triangle Industries Corp.
Wichita—Excel Distributors

KENTUCKY

Color Beard—Young Heating Supply Co.
Robinson Wholesale Co.
Continent Electric Motors Co.
South Bend—Young Heating Supply Co.
Robinson Wholesale Electric Co.
Howard Electric Motors Co.
South Bend—Young Heating Supply Co.
Howard Electric Supply Co.
Howard Electric Motors Co.
Wichita—Excel Distributors Copper Copper Co.
Now Plana Electric Supply Co.
Wichita—Excel Distributors

KENTUCKY

Logansport—David Wholesale Electric Copply Co.
Howard Electric Supply Co.
Howard Electric Motors Co.
South Bend—Young Heating Supply Co.
Howard Electric Motors Co.
South Bend—Young Heating

Quincy—Irwin Paper Co.
Tenk Hardware
Rockford—Engelwood Elec.
Spring Valley—Cassiday Bros. Wholesale

BATHROOM

35

INDIANA

INDIANA
Elkhart Supply Co.
Evansville—Westinghouse Elec, Sup. Co.
Fort Wayne—National Mill Supply
Echlatter Hardware
Indianapolis—Capitol Paper
Kipfer-Stewart
Kipp Bros.
Mooney-Mueller-Ward
Services Inc.
Logansport—David Wholesale Electric
Richmond—Richmond Electric Co.
South Bend-Young Healing Supply
Terre Haute—Levin Bros.

New Orleans—Interstate Electric Co. Leonard Krower & Son, Inc Shreveport—Interstate Electric Co. of Shreveport

Bangor Coffin & Wimple, Inc. Portland Arthur Hahn Co. Holmes Electric Supply Co. Kendall & Whitney Joseph Simons Co.

DEN

MASSACHUSETTS Boston-Bigelow & Dowse Co. Milhender Dist, Inc. Milhender Dist, Inc. Fitchburg—Service Electric Supply Co. Lawrence—Dyer Clark Co. Springfield—Krevalin Hardware Co. Milhender Dist, Inc. Worcester—Atlantic Elec, Supply Co., Inc.

MICHOAN

Detroit—Buhl Sons, Inc.
Daybert Dist. Co.
Electrical Speciaties Co.
LaSalle Supply Co.
Madison Electric Co.
Flint—Silkworth Distributing Co.
Saginaw—Saginaw Hardware Co.

MINNESOTA

MINNESOTA
Alexandria—Minnesota Elec. Supply Co.
Duluth—Graybar Electric Co., Inc.
Kelley-How-Thomson Co.
Mankato—Southern Minnesota Sup. Co.
Mankato—Southern Minnesota Sup. Co.
Minneapolis—Geo. A. Clark & Son, Inc.
Coast-to-Coast Stores Central Organization Inc.
Gamble-Skogmo, Inc.
Graybar Electric Co., Inc.
Janney, Semple, Hill & Co.
Larson Electrical Co.
Our Own Hardware Co.
Sterling Electric Company
Rochester—Southern Minnesota Sup. Co.
St. Cloud—Minnesota Electrical Sup. Co.
St. Cloud—Minnesota Electrical Sup. Co.
Molor Power Equipment Co.
Willmar—Minnesota Electrical Supply Co.

BREEZEWAY

MISSOURI

MISSOURI
Jopin-Mardick Distributors

Kansas City — Columbian Electrical Co.
MCPike Inc.
Meyer Jewelry Co.
Stowe Hdwe. & Supply Co.
St. Joseph — C. D. Smith Brug Co.
St. Louis — A. R. A. Distributing Co.
Afrons & McCaron
Artophone
Blackwell-Wielandy
Broadwell & Ca.
Brown Supply
H. E. Krisman Co.
Shapleigh Hardware
Stone Distributing
With Hardware
Springfield — Ozark Motor & Supply Co.
MONTANA

MONTANA
Billings—Montana Electric Supply
Great Falls—Glacier State Elec. Sup. Co.
Missoula—Missoula Mercantile Co. NEVADA Reno-Osborne & Dermody, Inc.

NEW JERSEY

NATW JERSEY

Asbury Park – Rutkin Electric Supply Co.
Atlantic City – Maegin Electric Supply Co.
Jersey City – Garfunkel Co.
Morriston – Morristown Elec. Supply Co.
Hewark A. L. Lenholf and Co.
Reliable Electric Supply Co.
H. Schultz and Sons

Trenton – Fineburg's
Union – Surrey Elec. Supply Co.

NEW MEXICO Albuquerque—Electric Supply Co. Stryco Sales Co.

KNAPP-MONARCH CO. · ST. LOUIS 16, MO., U. S. A. · BETTER PRODUCTS FOR BETTER LIVING

KM FIN ROOM HEATER DISTRIBUTORS

(Continued)

NEW YORK
Albany—Colonial Heating Equipment CoFort Orange Radio Dist. Co.
Haven's Electric Co., Inc.
Binghamton—Oily Electric Co., Inc.
Florance Electric Sup. Co.
Brooklyn—Adoc Company
Horn Brothers
Suffalo—Central O-8 Products Co., Inc.
Davis Electrical Supply Co.
Lee Distributing Co.
New York—Bennett Bros., Inc.
Loring Lane

New York—Bennett Bros., inc. Loring Lane Owl Trading Rochester—Stanley Merchandising Co. Syracase—City Electric Co., Inc. L. Gordon Dist. Co. Yonkers—F. & G. Wholsesale Paint & Mdwe. Corp.

NORTH CAROLINA Charlotte—Allison-Erwin Company
Carolinas Auto Supply House
Southern Bearings & Parts
Co., Inc.
Greensboro—Odell Hardware

NORTH BAKOTA

Fargo—The Larson Co. Reinhard Brothers, Inc.

OHIO
Alliance—Robertson Supply Co.
Anlhand—Mansfield Housewares, Inc.
Cincinnati—Kruse Hardware Co.
The Weisbrodt Merchandiser
Westinghouse Elec. Sup. Co.
Cleveland—Allen Electric Co.
Caregia Raido Sup. Co.
Cieveland Hswe. & Sup. Co.
Miner Electric Co.
Ramsey-Bennett Co.
Ramsey-Bennett Co.
Time—W. H. Kildow Es.
Toledd—Toledo Merchandise Co.
Walding Kinnan & Marvin Co.
Youngstown—RM Specially Co.
Stambaugh-Thompson Co.
OKLAHOMA.

Oklahoma City-Snyder Electric Inc.

tland—Coffin & Wimple, Inc S, A. Sedlock & Co. Kelwin Dist. Co.

Welwin Dist. Co.

PENNSYLVANIA.
Allentown—Clark Distributing Co.
Altoona—Dibert Radio, Inc.
Hardetow—Cerullo Electric Sup. Co., Inc.
dohnstown—Cambria Equipment Co.
Oil CHY—Corrie Electric Supply
Philadelphia—Edwards & Walker Co.
Pittsburgh—Edwards & Walker Co.
Pittsburgh—Anchor Dist., Co.
Kim Electric Supply
Martin-Hardsog Co.
State Electric Supply
Tablerg Co.
Reading—Penn Supply Co.
Sharos—Keystone Sales Ca.
Unionlown—The Fayette Company

RHODE ISLAND
Providence—Milhender Dist., Inc. SOUTH CAROLINA

Spartanburg— Montgomery & Crawford Co., Inc. SOUTH DAKOTA

Aberdeen—Graybar Electric Co., Inc. Watertown—J. H. Larson Electrical Co.

Bristol—Interstate Hardware Co.
Chattanooga—Whise, Furn. & Appl. Co.
Knoxville—Wholesale Furn. & Appl. Co.
Memphis—Orgill Bros. & Go.
Woodson & Bozeman Co.
Nashville—Phillips & Butlorff Mfg. Co.

TEXAS TRIKAS
Austin—Richardson Hdwe. Co.
Dallas—Meletic Electric Supply Co.
El Paso—The rition Co.
Fort Worth—Wie K Wholesale Dist.
Housbon—Heightman Hdwe. ElFort Horth—Frank
Cirage—Sabine Supply ElSam Antonio—Watts Hardware Co.

Salt Lake City-Standard Supply Co.

Norfolk—Atlantic Electric Corp.
Richmond—Electrical Equipment Co.
Virginia-Carolina Hdwe. Co.

WASHINGTON Seattle—Schwabacher Hardware Co. Spokane—Standard Sales Company Tacoma—Demick Electric Supply Co.

WEST VIRGINIA Wheeling—Greer-Laing Hdw. Co. Ohio Valley Drug Co. Shulick-Taylor Co.

WISCONSIN
Abbotsford—Hutt Elec, Supply
Ashland—A, B. Garnish & Sons Hdw.
Beloit—Municipal Elec, Supply
Eau Claire—J. H. Larson Co.
Fond du Lac—Hallmark Elec,
Green Bay—Beemster Elec,
Hudson—J. H. Larson Electrical Co.
La Crosse—La Crosse Steel Rooling and
Corrugating Eos.
Milwauked—Strings Dist. Co.
Shadbolt and Boyd

TYOMING

super—Casper Supply Co.

Crystal Gazing in Color

Speculation continues on cost of color sets as the industry awaits FCC approval of compatible system; Baker sees production of 50-75,000 sets next year

Speculation on the cost and production of color TV sets continued last month as the industry marked time while awaiting FCC approval of compatible color.

Most widely publicized crystal-gazing was that of General Electric's Dr. W. R. G. Baker, chairman of the National Television System Committee, the industry group which drew up standards for the color system now awaiting FCC approval. Occasion for Dr. Baker's comments was a luncheon following his presentation of 16 volumes of supporting documents to FCC chairman Rosel Hyde.

(The documents were turned over to the FCC on September 8, the deadline for industry comment on the proposed standards. September 23 was the deadline for counter-com-

NTSC. Dr. Baker said he felt that large-scale color set production is from three to four years distant. He figures that the industry can produce 50,000 to 75,000 color tubes in 1954, four or five times that many in 1955 and as many as 1.5 million in 1956.

The first color sets will have 14-inch picture tubes and cost about \$800. Larger screens are not likely for a year to 18 months. Then color tubes will probably jump to the 21 inch size. Intermediate sizes may not appear in color sets as they have in black and white, Dr. Baker said.

In presenting the NTSC technical information to chairman Hvde, Dr.

Baker expressed the hope that (in view of the almost unanimous endorsement of the NTSC proposal by the industry) the Commission would give its approval before the end of the year. Timetables for manufacture of color sets have been based on the assumption that such approval will be forth-

coming this year.

Emerson. Benjamin Abrams, president of Emerson Radio & Phonograph Corp. told the FCC in late August that his firm aimed to produce color sets at prices approximately 25 percent above the cost of present day black and white receivers within 18 months after FCC approval of the new system. In his letter, urging FCC approval of the NTSC system, Abrams emphasized that "television cannot be a complete success, nor rise to its full maturity, unless not only black and white receivers but also color receivers are available at prices within the reach of the average consumer.'

Sightmaster. Readiness to make "slave units" to receive color telecasts in connection with present sets was announced last month by Sightmaster Corp., which somewhat earlier had announced details of a color conversion plan.

Although several larger set makers have concluded that conversions or addition of slave units would be economically impractical, Sightmaster president Michael L. Kaplan reiterated his belief that conversion or use of a slave unit would cost only \$250. (Through a typographical error in the September issue of ELECTRICAL MER-CHANDISING the firm's estimate for conversion was erroneously given as \$2.50 rather than \$250.)

UHF Gets a Powerful Push

Du Mont demonstrates its 5-kilowatt transmitter intended to put UHF telecasting on a competitive par with VHF both locally and over long distances

A new ultra high frequency television transmitter providing "exceptionally strong and complete local coverage as well as long distance reception" was demonstrated recently by Allen B. Du Mont Laboratories,

A signal powered by the 5-kilowatt UHF transmitter was broadcast from WGLV-TV, Easton, Pa., and was pire State Building in New York on a standard receiver using only an indoor antenna.

Newsmen viewing the UHF sig-nal in New York heard a talk by Du Mont's Dr. Thomas T. Goldsmith, who, speaking from Easton, said the new transmitter "definitely puts UHF broadcasting and reception on a competitive par with the longer established VHF stations."

"This transmitter is more than a new piece of electronic equipment," Dr. Goldsmith said: "It is the actuality of what the FCC envisioned when it made allocations for 1,436 new television stations in these higher frequencies.

The FCC authorized 1,436 station allocations in 70 ultra high frequency channels last year. A number of stations have gone on the air since then. Station WGLV-TV began commercial operations August 14 over channel 57, serving 1,500,000 persons in the industrial Lehigh Valley area.

Dr. Goldsmith pointed out that the new Du Mont transmitter "because of its moderate original cost, because of its operating flexibility, economy, and reliability" opens a tremendous new market for UHF transmitters of high-power design.'

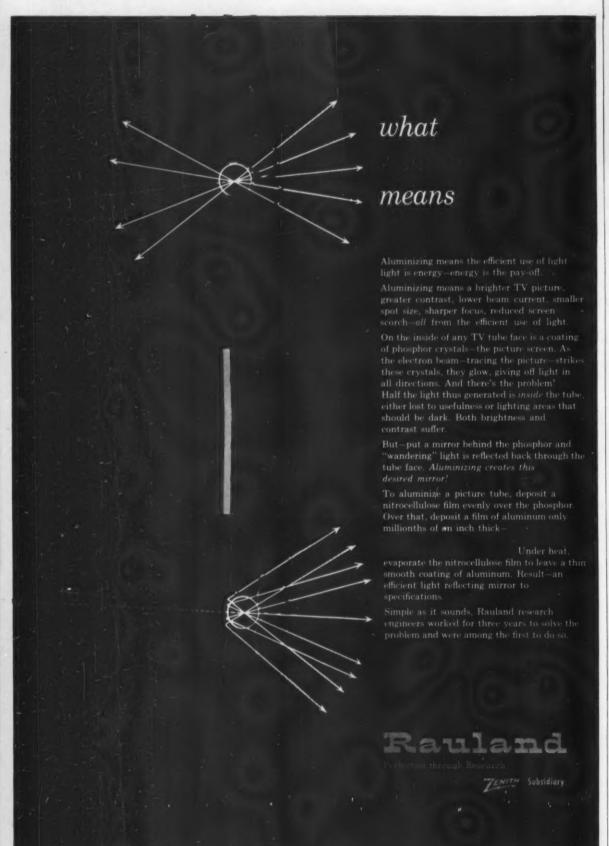
The new Du Mont UHF transmitter is powered by a 5-kilowatt Eimac-Klystron power tube, described by Dr. Goldsmith as a "radical new development" in power tubes. He pointed out that Du Mont made its first UHF transmission more than 10 years ago.

Du Mont engineers added that the transmitter "has proved by engineering tests to provide exceptionally strong and complete local coverage as

Passing the Peace Pipe



PEACE PIPE is passed around following Sylvania TV and radio distributor-dealer meeting at Los Angeles Breakfast Club. Left to right: Tom Bell, sales manager, Gough Industries; Los Angeles; Joe Sullivan, Sylvania field sales manager; Phil Gough, president of Gough Industries; Bill Stroben, Sylvania ad manager; and Huey, Sylvania district sales manager. Indian princesses are pointing to latest models in Sylvania's 1954 line.





TEST PATTERN broadcast by new Du Mont UHF transmitter at Easton, Pa., is viewed 70 miles away at Empire State Building, New York City. Du Mont developed the high-powered transmitter to help put UHF transmitting "on a par" with already established VHF.

well as the long distance reception" demonstrated by the Easton-to-New York signal.

Some of the UHF signals witnessed at the Empire State Building were originally transmitted from New York to Easton on VHF. The signals were picked up at Pattenburg, N. J., and sent by microwave relay to the Easton station where they were rebroadcast as UHF signals.

A monitor showing the original picture was placed alongside the UHF receiver showing the picture received from WGLV to enable viewers to compare the pictures.

TV Blue Book

The 1954 edition of the official NARDA TV Blue Book has been published and is available on order from the National Appliance Trade-in Guide Co, Madison, Wis.

The book features suggested trade-in values on more than 4,000 television sets, the products of more than 50 manufacturers. Most sets produced from 1946 through 1953 are included.

"A look at the Market in 1954", "How to Sell More in '54", and "How to Service and Sell Trade-ins" are among added features. The book sells for \$5 a single copy, two to five copies for \$3.50 each.

Canadian Boom

Canadian TV dealers are expected to sell \$150,000,000 worth of television sets during 1953, with sales taking a big jump at year's end as more stations go on the air.

Predictions are for sales of 350,000 receivers during the present year. Antenna sales may reach as high as \$20,000,000.

Six new TV stations are scheduled to start operations before 1954. They are in Regina, London, Sudbury, Winnipeg, Vancouver, and another Montreal station offering only French programs.



EASIEST TO SELL OF THEM ALL!

COOLERATOR'S NEW 12.7 cu. ft. UPRIGHT FREEZER



31.49 per cu.ft.!

LOWEST PRICE

EVER OFFERED IN ITS CLASS

national suggested list price

COMPARE! ALL THE DELUXE EXTRAS - WITHOUT SACRIFICE OF FEATURES OR DEALER MARGIN

Everything wanted in a deluxe, upright freezer-at the lowest cost you'll find anywhere! It's Coolerator's newest freezer-styled, sized and priced for swift, sure selling. It takes less space . . . holds more food. It's qualitybuilt for customer satisfaction on all counts - like the whole line of Coolerator freezers - both chest and upright - from 101/2 to 32 cu. ft.

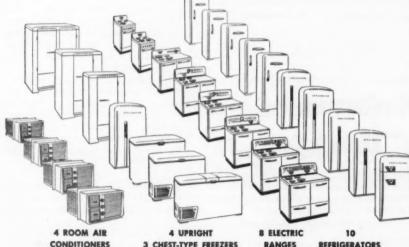
- Four roomy shelves with fast-freezing plates
- One adjustable shelf for complete interior flexibility
- Compact! Requires only 311/2" floor width yet holds up to 445 lbs. of food
- Fits in any kitchen. Matches up with Coolerator refrigerator
- Inner door racks provide extra storage space
- "Cupboard convenience" for fingertip selection
- Famous Zerolator cold-making unit with 5-year warranty
- Special FREE 5-year \$150.00 food warranty

See your Coolerator distributor for details about Coolerator's complete freezer selection and other major appliances in the Leadership Line. Or write directly to:

COOLERATOR COMPANY, Duluth 1, Minnesota A Division of International Telephone and Telegraph Corporation



Electric Refrigerators, Ranges, Freezers and Room Air Conditioners



RANGES



it's dealer's choice, boys...

Tele King-

The Name That Means The Biggest Mark-Up In TV Presents

he Weatherking ROOM AIR CONDITIONER

THE DEALER'S CHOICE because WEATHERKING is priced for profits:

THE DEALER'S CHOICE because WEATHERKING is styled for sales:

THE DEALER'S CHOICE because WEATHERKING Engineering practically eliminates post-sales headaches — Tele King Has Learned That Our Best Deal Is A Happy Dealer, Therefore We Offer The Weatherking Mark-Up Policy . . . Geared For Greater Profits!

1/2, 3/4, and 1 Ton Units
Smartly Styled . . . Blends With Any Room
"All Directional" Cool Air Circulation
5 Year Warrantly
Scientifically Circulated "Tropic Zone" Heat
Safety-Seal Construction
Silent As A Whisper
"Humid Control" . . . Keeps Moisture Down . . . Comfort Up
"Life-Long" Pure-Air Filter

"Trio Fan" . . . Triple Bladed For Greater Comfort
—And The WEATHERKING "BIG TWO"

In One Unit At No Extra Cost!

1. Heats In Winter...Cools In Summer

2. Automatic "Climate Control" Thermostat

Easy Installation . . .

Quality Performance . . .
Practically Ends All Service Calls



SALES · PERFORMANCE · MARK-UP make WEATHERKING truly the dealer's choice!



bigger in **Profits** ... better in **Performance**

that's the great value story

the biggest mark-up in the industry. Figure it out for yourself. Tele King's mark-up is from 5-15% more than other name brands... a net profit of 50-400% greater for you!



of Tele King_TV

BETTER PERFORMANCE ... Because TELE KING offers the best engineered tuner in TV ...less moving parts than any other set ...less parts to get out of order ... this means less service calls for you!

Offers - Better Sound ... Better Style ... Better Vision ... Bigger Value!

Dealer Increase

The number of radio-television dealers in the United States increased at the rate of nearly 1,000 per month during the 10 months preceding June 30, 1953, according to a survey recently conducted by RETMA.

There were 95,400 dealers in August 1952. By the end of June this year, the number had increased to 105,150, according to RETMA figures. The largest gains were shown in the Midwest and Far West with a slight increase in the Southwest. Established TV areas of the North and South Atlantic regions showed a decrease in the number of radio-TV dealers.

The RETMA survey found that the greatest number of dealers were located in towns with a population of less than 10,000 which showed the largest percentage gain. Dealership increases generally followed areas where television was new or expanding.

Improved TV Screen

A new neutral tint television screen, which reduces brightness haze and makes TV pictures sharper, has been developed by Libbey-Owens-Ford Glass Co.

The screen, described as a special kind of safety plate glass, is now being put on the market for makers of television receivers. The product was in research for nearly a year, officials said.

The problem for Libbey-Owens-Ford scientists was one of treating laminated glass to suit all manufacturers' conditions and at the same time develop a unit which would absorb certain unwanted light or color bands and emphasize others, according to J. D. Ryan, director of research.

"This new screen matches many of the peaks of light transmission and neutralizes them so as to provide greater clarity and less glare in the picture which is formed on your television screen by contrast between blacks and whites and shades of gray," Rvan said.

TV Briefs

- All headquarters offices of the Westinghouse television-radio division have been shifted from Sunbury, Pa., to a new plant in Metuchen, N. J. Key personnel transferred included those in charge of division sales, advertising, sales promotion, accounting, service, engineering, research, order service, traffic and purchasing.
- Price increases averaging five percent on 14 of 32 models in the RCA Victor television line were announced recently. Company spokesmen said rising production costs were responsible for the increases, which ranged from \$10 to \$30.
- Admiral Corp. has recommended that the FCC adopt the National Television System Committee compatible color television broadcasting standards. Admiral said it has been devoting considerable research to color television.

CHRISTMAS SELLING JUST AHEAD Stock up now on WARING MIXORS at the lowest price ever!

JUST 30 DAYS
LEFT TO CASH IN
ON WARING MIXOR
\$200 TRADE-IN DEAL

Your cost is low-you make a full mark-up order today!

HERE'S HOW IT WORKS

Customers get a \$2.00
allowance from the \$19.95
list price of a Waring Mixor
for any old egg beater or mixing
device. The dealer cost is adjusted to
give the full mark-up at the lower retail price of \$17.95 after trade-in allowance. It's a slick, simple promotion
that pays off for everybody. Shopperstopper Waring Window Streamers
are free for the asking from
Distributors.

Get on the Bandwagon-here's the Hottest Promotion in Mixer History that has Waring Mixors Really Moving!





FREE!

Window Streamers
That Bring 'em In Off
The Street!



IF IT ISN'T A WARING, IT ISN'T A BLENDOR

WARING PRODUCTS CORPORATION · A Subsidiary of Claude Neon, Inc., 25 West 43rd Street, New York 36, N. Y.

HOUSEWARES

What's Happening at G-E?

The company has streamlined its lines and its operations; G-E officials now think they hold top position in all but one of their product lines

There are few secrets in the appliance business. That's why it's fairly common knowledge that things have been happening at G-E Bridgeport, home of the firm's small appliance division. Things like:

-establishment of the small appliance division as a self-sufficient operating division of the company.

-simplification of product lines, with some appliances being dropped entirely and others limited to a relatively few models.

-a decentralization, not only of top management functions, but also of manufacturing operations.

—and finally, a vast step-up in marketing, merchandising and advertising activity.

This much has been apparent for some time to everyone in the industry. What has not been so apparent, however, is why the company took these steps and how well they have paid off. Last month, top officials of the small appliance division sat down with editors of ELECTRICAL MER-CHANDISING and offered the first public "progress report" made by the division in several years. Among its highlights:

—G-E small appliances, which at one time were lucky to end up the year in black ink, will wind up 1953 with a handsome profit on a record-breaking volume some 20 percent better than any ever before achieved.

-G-E officials now feel that they rank at the top of the competitive scramble in eight out of the nine products they now manufacture. Before the war they claimed this posi-

tion for only three of 11 products. Top rating is claimed today for company sales of toasters, automatic blankets, heating pads, cleaners, clocks, fans, irons and grills. On mixers the firm says it ranks fourth

—In 1954 G-E officials expect their business to move ahead another 15 percent over current levels and within the next five years expect their volume to increase another 50 percent.

What and Why. In the minds of G-E officials, April 1, 1951, marks a point of departure in discussing progress within the division. However, even though that particular date is important (the small appliance division was set up as a separate, self-sufficient operating division on that day) the progress story dates considerably further back than 1951.

It was shortly after World War I that the company purchased a rambling plant on Bridgeport's Boston Avenue which had been built to manufacture small arms for the Russian government. One by one various manufacturing operations were transferred to Bridgeport. By 1941 washers, radios, a whole group of small appliances and a wide variety of con-struction materials were being produced there. Included in the small appliance manufacturing operations in Bridgeport were assembly lines for toasters, grills, mixers, coffee makers, blankets, fans and roasters. Manufactured elsewhere were clocks, cleaners and irons.

While that is an impressive line-up of products, G-E's small appliance business on the eve of World War II was far from impressive. Manufacturing operations were, in the words of one official, a "rat's nest". Volume was low and costs were high. There was little advertising and promotion and competitive standings by product

line were low.

What's Happened. General Electric's way out of this small appliance "wilderness" can be best summed up as "decentralization", a process that has been going on at all levels. At the very top, for example, small appliances were set up as a separate operating division. Further down, however, within the division, decentralization was also being carried out. Of the six small appliances manufactured in Bridgeport pre-war, only fans are still produced there. Holloware (toasters and grills) were moved to Allentown, Pa., mixers are now produced in Brock-port, N. Y., and blankets and heating pads are being turned out in an ultraefficient plant in Asheboro, N. C. Other products (clocks in Massachusetts, cleaners in Cleveland and irons in Ontario, Calif.) are still being produced in their prewar locales.



BOIAN AND SAHLOFF: "streamlined products for a streamlined line."

Why this emphasis on decentralization? General Electric officials claim these advantages: lower costs, greater production and better profits.

But manufacturing changes were not the only reforms made at Bridgeport. Probably just as important was the ruthless weeding out of lines and models that weren't carrying their weight. Sunlamps and heaters were eliminated. Other lines were simplified by the climination of models. Only one of three toasters was kept, one of five coffeemakers, two of four grills, four of 25 irons, 25 out of 50 some clocks and seven of over 100 fans. A completely new canister-type cleaner replaced ten previous models. All three blankets were retained and a second mixer (a portable) was added.

Those products kept in the line were redesigned and re-styled. The next move was obvious. With a simplified but improved line of products being turned out at lower cost in new factories, the department set out to sell merchandise.

Polishing the Monogram. How the division stepped up its sales pace is a story best told in the words of marketing manager R. E. Boian:

"While it's true that we stepped up our advertising expenditures, expanded our field force, and began underwriting ambitious sales promotion programs, essentially what we did was to begin selling the G-E name on small appliances. The company name and monogram have always had fine acceptance—but for many years we had not tied in our small appliances as 'products of General Electric'. That has all changed now; today we're capitalizing on the acceptance of the G-E name."

Next year the division has budgeted some nine million dollars for advertising and promotion. The field sales force has already been expanded 50 percent. The division's promotional activities have been stepped up and cooperative advertising funds are available to dealers on certain lines.

What's Ahead. That brings the small appliance division's story up to date. But G-E officials are already

examining the future—and are optimistic about what's ahead of the small appliance industry as a whole and their division in particular

their division in particular.

W. H. Sahloff, general manager of the division, feels that 1954 business will be approximately 15 percent better than this year's record-breaking volume and that by 1960 the business will have grown another 50 percent.

Where is this added business

Where is this added business coming from? From three sources, says Sahloff: the nation's expanding economy, added volume from new products, and a greater share of the market for products the division now makes.

G-E officials are close-lipped about new product lines but it is obvious that the division's lines will be expanded from time to time. Not every housewares market interests G-E. That's because two requirements must be met before the company adds a new product. To be acceptable to G-E a new product must have a satisfactory potential and the product must be one which contributes something to the trade.

Even with these restrictions there are a number of markets which the small appliance division may soon enter. Development work and market tests on these products, as well as continued heavy advertising and promotion on established lines make it apparent that the industry will be as interested as ever in "what's happening in Bridgeport".

New Sales Records

Sales of Westinghouse electric housewares and bed coverings during the month of July broke all previous records for any month in the company's history.

Sales of electric housewares were 99 percent higher than during July, 1952, while sales of electric housewares and bed coverings combined were 103 percent greater than sales of these items in the previous July.

Total sales of housewares and bed coverings for the first seven months of 1953 were 47 percent greater than during the same period of last year.

Where They Stand

There's no doubt that G-E has improved its competitive standings by product lines since the days just before World War II. Just how much they have improved is indicated in the table below. The figures represent G-E's own estimates in terms of unit sales and in some cases constitute fairly surprising claims—which may well draw denials from the company's competitors.

Industry Standi	ng	Standing
1936-1940	Product	Now
1	Blankets	1
4	Heating Pads	1
6	Cleaners	1
2	Clocks	1
1	Fans	1
1	Irons	1
8	Toasters	1
5	Mixers	4
3	Roasters	*
3	Grills	1
6	Coffeemakers	*
* Temperarily or	ut of production	



Makers of the Famous Emerson-Electric Fans

Now Bring you a New Profitable Line of *

Air Conditioners

Sixty-three years of selling summer comfort to the nation is important. Distributors and retailers of electrical appliances know Emerson-Electric Fans. They enjoy a world-wide reputation for dependability and service. Distribution has always been supported by effective merchandising.

Constantly increasing consumer demand stems from confidence built by previous, satisfactory experience with products bearing the Emerson-Electric nameplate. This, we believe, will give the merchandisers of the new Emerson-Electric Room Air Conditioners added sales and profit advantages.

If you have never sold room air conditioners, or if you have sold such units get the Emerson-Electric proposition before you make any commitment for 1954.

You will want to consider the prestige and possibilities of added sales volume that the Emerson-Electric nameplate will bring to your business.

Write at once—to reserve a copy of the new Room Conditioner brochure when available for distribution. Write for Bulletin No. C2.

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.



Look! Here's why New L&H 30 inch Range rates ACE High with Housewives



Popular...space-saving 30-inch Lectro-Host Electric Range gives you talking points that make extra sales

Just show it . you'll sell it. See your L&H Distributor now!

Model 5830-D saves almost two square feet of floor space as compared with ordinary ranges. Only 30 inches wide - yet it does the work of a big range. Complete with automatic time-saving features plus mammoth oven that holds ten two-pound loaves of bread.

A. J. Lindemann & Hoverson Co. 605 W. Cleveland Ave.

Milwaukee 15, Wisconsin et: S. F. Appliances, Ltd., Ridgofield, N. J. The linest in







SERVICE

Aid to Service

In an effort to speed up and improve servicing of television sets, Raytheon Manufacturing Co. has issued a new book, "Service Saver," for distribution to set owners.

The booklet contains photographs of 40 possible troubles with a TV set's picture. Each picture is numbered for easy identification. When something goes wrong with the set, the owner calls his serviceman and tells him the number of the picture which corresponds with his set.

In the Raytheon service manual that is distributed to all TV service-men, there is also a "Service Saver" section that shows the same numbered 40 conditions, and gives schematic diagrams of the circuits and what causes trouble, plus a complete list of parts and tubes.

Service Briefs

- Eleven television service men in Albany, N., Y., have formed a new association to improve their business and service standards. Recently elected officers of the Television Service Association are: Edward P. O'Dea, president; Louis A. Ristau, vice president; Gene Lamkins, secretary; and Bernard S. Nattell, treasurer.
- Philadelphia Radio Service Men's Association is backing a move to improve the service industry and "make the TV technician a respected professional man in the area." Representasional man in the area." Representa-tives of all Philadelphia TV service groups will map out programs.
- Refund checks for amounts equivalent to 10 percent of the 1953 mem-bership assessment for display and exhibit space have been mailed to all member exhibitors at the 1953 Electronics Parts Show.

Award for Service



DISTRIBUTOR service award is presented to Ken Connelly, (second from right) president of the F. B. Connelly Co., Sylvania distributor, Seattle. Presenting the award is E. W. Merriam, (second from left) service manager, radio and television division, Sylvania Electric Products Inc. Others in picture are B. K. Wickstrum, (extreme left) vice president and director of sales for Sylvania; and A. A. Currie (extreme right) assistant general sales manager.

Here's Proof!

Emerson gives you the clearest business picture in the industry!



RIGHT DOWN THE LINE <u>Emerson</u>... HIGHEST IN QUALITY, LOWEST IN PRICE! <u>Emerson</u>... OVER 14,000,000 SATISFIED OWNERS! AMERICA'S BEST BUY!

PROOF AGAIN...That Emerson is the Line with the Dealer in Mind!

EMERSON RADIO & PHONOGRAPH CORP., N.Y., U.S.A.



MANUFACTURERS

Four More in The Fold

The number of new entries in the air conditioner manufacturing field continues to rise as four new firms get into the act and another expands its output

The burgeoning ranks of air conditioner manufacturers swelled considerably last month with the announcement that four more manufacturers are going into the business and another is expanding extensively.

The four firms entering the lucrative field include one—Westinghouse—which was formerly a member but dropped out in 1942. The other three new companies are the Welbilt Stove Co., Emerson Electric Manufacturing Co., and Emerson Radio and Phonograph Corp.

In addition, Quiet Heet Manufacturing Corp., which has been in the air conditioning business for some time, quietly announced completion of an expansion program which will enable it to quadruple its output of Quiet Kool air conditioners and Quiet Heet oil burners.

New Line Set. Westinghouse said it would re-enter the room air conditioning field with a completely new line of small units in 1954. They will be available at the retail level early next year.

". . . Our company has repeatedly surveyed the field and will re-enter it in '54 with what we believe will be a line of room air conditioners equal to any on today's market," said H. F. Hildreth, manager of refrigeration specialties for the Westinghouse electric appliance division.

Welbilt, a major producer in the gas range industry, has marketed a limited number of room air condi-

tioners on a test basis in the South and East already this year. Next year, the company will extend distribution of its room units across the country.

Home Coolers. By April, 1954 Welbilt also will produce the first pilot models of a new line of basement air conditioning units to serve entire one-family homes. This equipment will be made initially in two and three-ton sizes, Welbilt announced.

Emerson Electric Manufacturing Co. is a St. Louis firm which has manufactured fans and motors for many years. The firm will introduce a line of room units in three sizes for 1954. They will include one-half, three-quarter, and one-ton models.

Emerson Radio and Phonograph
Corp. will have room units available
to the public "well in advance of the
summer of 1954," according to Emerson president Ben Abrams. The line,
which will be introduced at a special
distributors meeting early next year,
will consist of four models.

New TV Plant

Some time before the end of the year Pacific Mercury Television Mfg. Corp. will occupy a new manufacturing plant which represents the first phase in the company's million dollar building program.

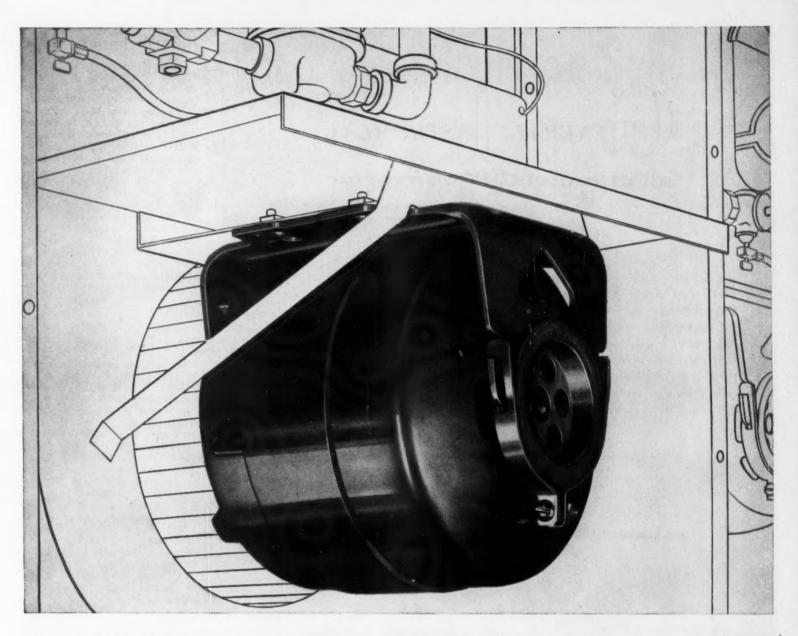
building program.

The new 122,000 square foot factory is located on a 40 acre site in Van Nuys, Calif.

Cool Design



FIRST PRIZE in room air conditioning design contest was won by Thomas Mills, center, a student at the Chicago Art Institute, who displays his winning design. Mitchell Manufacturing Co. sponsored the contest, which gave students a chance to work in an actual industrial situation. Left is Hubert Roop, dean of the school. Bernard A. Mitchell, president of Mitchell, is at right.



G-E MOTORS CAN HELP MOVE APPLIANCES FASTER

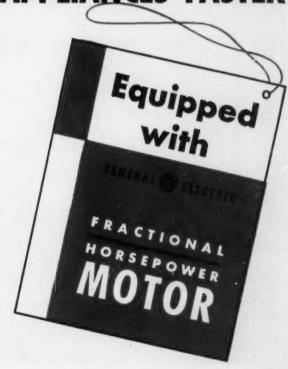
"Equipped with G-E motor" a strong sales advantage

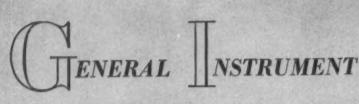
Your suppliers are helping you build sales when they equip their products with G-E shaded pole motors. It's a lot easier to close the sale when you can say "It's equipped with a General Electric motor."

Take the G-E shaded pole motor shown here. It drives a furnace fan. But it's also designed for ventilating fans, room air conditioners and other air-moving products. The lifetime lubrication means users never have to add oil. The highly engineered unit-bearing design means the motor will run quietly and efficiently. And functional, modern styling means better appearance.

If products are coming through from your suppliers with this G-E motor tag, display it prominently. And if your lines are not equipped with General Electric motors, think twice about this sales point you're missing out on... and ask for G-E motors on your next order. General Electric Co., Schenectady 5, N. Y. 7045

You can put your confidence in _
GENERAL ES ELECTRIC





all channel UHF converter

FORMERLY THE SILVERLINE

sharpest picture...

For the clearest, sharpest picture, with least interference — make your choice

General Instrument. Select General Instrument, the converter that receives all stations in your community. General Instrument is the all channel UHF converter with the SILVER LINES... outperforms all others... is easiest to tune (all channels are s-p-a-c-e-d evenly around the dial)... features simple plug-in installation.

For the finest UHF converter-General Instrument!

Jobbers: Some choice territories still remain open. Write for details.



Subsidiary of GENERAL INSTRUMENT CORPORATION * 829 Newark Avenue * Elizabeth 3. N. J.

Firm Purchased

Norris-Thermador Corp. of Los Angeles has purchased A. J. Lindemann & Hoverson Co., a 77-year-old Milwaukee appliance manufacturer.

Milwaukee appliance manufacturer.
The purchase was announced jointly recently by E. A. Lindemann, president of the Milwaukee firm, and William E. Cranston, vice president of Norris-Thermador. No purchase price was announced.

Lindemann said no change in the management staff is contemplated. However, new jobs will be added as the firm begins production of additional products, he said.

Norris-Thermador manufactures automobile wheels, steel tanks, electric house heaters and cooking wares. The Milwaukee firm's line consists of electric ranges and water heaters, oil stoves and heaters, home freezers and refrigerators.

Buys Two Plants

Motorola has purchased two new one-story plants on the west side of Chicago to be used by the firm's manufacturing and parts and service departments, it was announced by Robert W. Galvin, executive vice president.

Acquisition of the two plants, expected to be completed soon, is part of an overall expansion and realignment program, Galvin said. A policy of decentralization is a factor involved in Motorola's planning for future production facilities, Galvin said.

A number of joint operations be-

A number of joint operations between the two new plants will permit automatic savings, according to Galviu. Servicing both buildings will be a single personnel department, switchboard, guard system, first aid, maintenance operation, and porter service.

As a result of the consolidation,

As a result of the consolidation, additional employees may be required to keep up with the demand for Motorola products, Galvin said.

Joins EM Staff



STEWART RAMSEY has joined the editorial staff of ELECTRICAL MERCHAN-DISING as an assistant editor. A graduate of the University of Illinois school of journalism, Ramsey was a newsman with the United Press for two and one-half years. He worked in Denver, Colo., Santa Fe, N. M., and Cheyenne, Wyo., while with the U. P.

The Reasons YOU Should Be Selling Hotpoint's Automatic Dishwasher





GROW.



The fact that Hotpoint's Automatic Dishwasher gets dishes, glassware, silver, pots and pans cleaner than any other dishwasher has been one big reason why you should be selling this finest of all dishwashers. The solid acceptance this superior performance has built for the Hotpoint Dishwasher has been another important reason.

But now, for another big reason, Hotpoint is making it even more interesting for you to sell the Hotpoint Dishwasher. Your Hotpoint distributor has all the details on Hotpoint's *Special Sales Incentive Plan*. Here's an opportunity to not only cash in on the popularity of the Hotpoint Dishwasher, but in so doing, you can also make your profits grow and grow and grow. This is a deal you can't afford to miss. Have your Hotpoint distributor tell you about it.

Hotpoint ... Pacewaker of Progress!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • CABINETS

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS

HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Eureka: A New Approach

The firm applies mass merchandising techniques in marketing its cannister cleaner and thinks this new approach has eliminated some old selling problems

A new product and new merchandising techniques are paying off handsomely for Eureka Williams Corp.

Company officials last month revealed that earnings for the first six months of the current year were \$100,000 ahead of the same period last year. Largely responsible for the improved showing, according to Eureka spokesmen, was the new product (a cannister-type cleaner) and the new merchandising technique.

Involved in the company's revised merchandising philosophy is an effort to substitute, wherever possible, modern mass merchandising techniques used on impulse items like food, drugs and cosmetics, for the "salesman's push" previously used for big ticket appliance items.

Eureka executive vice-president A. L. McCarthy feels that the firm has accomplished this in marketing its cleaner, and by so doing has eliminated such traditional cleanser sales obstacles as customer price resistance, costly premium offers, customers discounts, extravagant trade-in allowances and the

need for "supersalesmanship."

The Background. Although the firm's Roto-Matic cleaner has been on the market only a little over a year, the thinking behind the changed merchandising techniques goes back to early 1951 when the company developed an overall plan for the design, engineering, production and merchandising of its products. Behind this so-called "Plan '51" was a realization that two major factors had radically affected

pre-war and early post-war merchandising methods. They were: (1) a tremendous expansion of the

 a tremendous expansion of the overall market for appliances and heating equipment thanks to general prosperity, the lack of production during the war years and the great number of new family formations.

(2) a corresponding decrease in the quality of "personal salesmanship" on which the industry had long relied.

In the eyes of Eureka management

In the eyes of Eureka management these factors led to only one conclusion: to survive as a manufacturer of stature they would have to set their sights on capturing a big enough segment of the market to (1) permit mass production techniques that would cut per-product costs to a point where (2) they could offer the consumer a product at a highly competitive price that was supported by enough national advertising and promotion to remove the need for "special persuasion" by retail salesmen.

First Choice: Cleaner. Company officials decided to try out these conclusions on a single product. For a number of reasons, a new cannister type cleaner was selected for the test. Behind this choice were a number of factors:

—there was a growing trend to cannister-type cleaners and company officials thought that a properly-designed product would appeal to this new market.

-the company had commissioned designer George Walker to develop a cannister cleaner with "extra" sales



McCARTHY AND THE ROTO-MATIC: a new product and a new merchandising plan pay off handsomely for Eureka Williams.

features and manufacturing experts had estimated that such a cleaner could be retailed at somewhere between \$20 and \$30 below competition—even after allowing for the necessary promotional backing.

How They Did It. With the cleaner nearing production two big problems remained: organize distribution facilities and set up the necessary advertising and promotion plans.

To make sure that his wholesale set-up could sustain the manufacturing volume and justify the contemplated advertising expenses, McCarthy and his 13 regional staff members set out to franchise top-notch appliance distributors in every section of the country. As weapons they had little more than, as McCarthy puts it, "a picture, a price and a promise"—a picture of the product, a price of \$69.95 and a promise that delivery would begin in September.

As a first step toward revamping his distributor organization, McCarthy closed factory branch operations in nine major cities. The effect was two-fold: it relieved Eureka of the overhead expense of maintaining wholesale operations and it left the field completely clear for signing up highly rated independent distributors.

As a result of his whirlwind recruiting activities, McCarthy signed up what he considered to be the top independent distributors in major markets and first rate distributors in markets never before effectively covered by Eureka. (Dealer recruiting has also come in for considerable attention; there are now 12,000 Roto-Matic dealers.)

The necessary advertising on the new product broke last October and before the end of the year the firm had invested \$250,000 in advertising to introduce the Roto-Matic. Ad budgets for the current year are in excess of a million dollars (half a million for trade and newspaper space, \$575,000 for consumer magazine ads).

The Payoff. Results were not slow in coming after consumer advertising broke on the new cleaner. A distributor in one of the country's major markets placed an initial order for 2,000 of the new cleaners early in September, upped it to 5,000 before deliveries began and boosted it to

7,000 before the month was out.

By November, the Roto-Matic production line was doubled and early this year it was almost doubled again. Orders ran ahead of delivery until July when the firm caught up with its backlogs; since then production has been kept in line with sales.

Vacuum cleaner sales for the first eight months of 1953 are more than double those of the comparable period last year.

Naturally, the company hopes to keep turning out sales records like these. But more important, perhaps, is McCarthy's conviction that modern merchandising methods will work successfully in the appliance field.

Stars Behind Bars

Two Los Angeles men starred briefly on television recently—without knowing it. If they had, they probably would have removed themselves from the picture.

The story goes like this: The RCA Television Service Co. in Hollywood reported theft of \$50,000 worth of television components in six months. Police believed the TV components, mostly tubes, were being stolen from the stockroom through help of an inside man.

Deciding to make use of the materials at hand, police and RCA officials set up a miniature TV camera on a ceiling beam looking down on the stockroom. A direct circuit connected the hidden camera to a receiving set in an executive office upstairs.

They watched for two weeks. The screen showed no action. Then, on the afternoon of August 12, two men appeared in the picture. One, a stockroom clerk, loaded 600 tubes into a truck driven by a friend, the co-star. Detectives hopped down and congratulated the two men for their performance. They also led them away to headquarters and charged them with suspicion of grand theft of merchandise.

Three other men eventually were implicated in the theft. It was reported to be the first TV crime show where the cast was actually arrested.

Previewing New Plant



OPENING OF second factory by Sub-Zero Freezer Co., Inc., is occasion for gathering of company officials and distributors in Madison, Wis. Left to right: W. F. Bakke, president of Sub-Zero; Howard Wolfe, sales manager of Midwest Distributors, Sub-Zero distributor in Gary, Ind.; Alfred Pearlstein, president of the Indiana firm; and A. H. Rose, sales manager of Sub-Zero. The new factory is expected to double output of Sub-Zero freezers.

MIXING CENTER DISPLAY WINS INCREASED SALES



Retailers who are using the new Hamilton Beach Mixing Center display are enthusiastic about its effectiveness. "It really puts us in the mixer business," writes a Pennsylvania dealer. "Here we have the four mixing units all together so the con-sumer can select the one best suited to her use. The display is good looking, and the flasher unit attracts attention. We are order-ing a second unit for use in our windows in addition to the counter unit."

The Mixing Center is beautifully finished in a rich knotty pine design. It takes only 33" x 14" of counter space, is only 23½ inches high, yet displays the four Hamilton Beach Mixers — the Model G, Mixette, Home Drink Mixer and Liqui-Blender. Each of the four items is identified with a name card and retail price. The entire display is varnished for long lasting smart appearance.

The display comes to retailers complete with folders and news-paper ad mats featuring the four items. It is now available through Hamilton Beach distributors with varied assortments of mer-

MANY MAGAZINES IN LARGEST FALL AD CAMPAIGN EVER RUN

The biggest advertising cam-paign in Hamilton Beach merchandising history is now ap-pearing in national magazines. Featured items include the Hamilton Beach Food Mixer, Mixette, Home Drink Mixer, Liqui-Blender and Vacuum Cleaners.

Magazines on the list include McCall's, Better Homes & Gar-dens, Successful Farming, Amer-ican Weekly, Better Living, dens, Successful Farming, American Weekly, Better Living, House Beautiful, Living for Young Homemakers, Today's Woman, True Story, Woman's Day, Parents', Saturday Evening Post, Sunset, Good Housekeeping, Modern Bride, Bride's Magazine, and Guide for the Bride.

This means a total of more than 130 million advertisements reaching the consuming public. With this mass circulation in quality magazines our advertising campaign is going to work in every dealer's back yard," the Hamilton Beach advertising department is telling retailers

TWICE THE CUTTING POWER YET SELLS FOR JUST \$3750*!



· Liquefies!

- · Blends!
- · Purees!
- · Grates!
- · Chops!
- · Pulverizes!

several! You've got the edge in price and finer features—plus good strong promotional support. Backing you will be big, attractive send-off ads in the Nov. 7 and Dec. 5 Saturday Evening Post, and frequent ads in Good Housekeeping. All this, plus a new Hamilton Beach Mixing Center display to stop prospects in their tracks! Call your distributor now. This new Liqui-Blender will move fast!

You'll really outclass competition! Not in price alone, but in top-

quality, time-saving features! At

60,000 cuts a minute, new "Cut-

'n-Fold" action does more in one minute than most blenders do in



MASON-

THREAD! Center of top section lifts out,

Container can be re placed with a fruit jar for speed in home



The easiest food mixer to sell because it has more easy-to-use features. Your best bet because it stays sold, pays you full profit. Easiest speed control, easiest portability, easiest bowl control. At \$39.50 retail, it's made to order for fast selling!

JUICE EXTRACTOR sold separately \$4.50 retail



2 PYREX BOWLS

America's fastest-selling portable! HAMILTON BEACH

so ingredients can be added

lixette

More big-mixer features make it easy to sell! Powerful, lightweight, easy to demonstrate. Beats, mixes, mashes, whips—in any bowl or pan. One-hand operation—3
speeds under the thumb. Beaters snap

\$1975

in and out. Gift box doubles as display. Keep a good stock handy!

NEW HAMILTON BEACH **Home Drink Mixer**

Top speed turns out a true puree. Low speed is for coarse cutting.

A good impulse item, because the whole family can enjoy it! Makes real soda-fountain drinks; super-duper malteds, fruit drinks—even cocktails. Every customer owning a home freezer or freezer-compartment refrigerator is your prospect. 141/2" high. Heavy metal stand. 16-oz. container.

*Prices subject to change without notice

\$2250

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

SERVICEMEN REPORT FREEDOM FROM TROUBLE

A survey of service stations shows that Hamilton Beach Food Mixers are among the appliances requiring the least service, it was announced recently.

"Our forty years' experience in making precision quality motorized appliances is reflected in this survey." a Hamilton Beach representative said. "Our appliances have won a well-deserved reputation as trouble-free units. That is why so many dealers recommend Hamilton Beach to their trade with the assurance that once the product is sold it stays sold."

Workers in the service department of Hamilton Beach are accustomed to

see old-time appliances come in for their first service attention. But even their eyes were opened some time ago by this letter from Mrs. Nathan Wright, Petal, Miss.:

"Under separate cover I am sending you the cord and foot control so you may renew the cord. This motor has been in use for 40 years or more, which proves the worth of your products."



Another Motor Repairman Cheers Burnout Protection of KLIXON Protectors

HANOVER, PA.: Mr. J. C. Bankert, shop foreman of the Swam Electric Company, has worked on thousands of motors through the years. He says:

"We have seldom ever found a burned out motor that was equipped with a Klixon Inherent Overheat Protector. It is a very good safeguard against motor burnouts."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

Manual Reset

Automatic
Reset

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.



SPENCER THERMOSTAT

Division of Metals & Controls Corporation

2510 FOREST STREET, ATTLEBORO, MASS.

Present for Big Brass



TWO-MILLIONTH 155-millimeter shell propellant container reclaimed for Army Ordnance by the Electric Steam Radiator Corp., is presented to Secretary of the Army Robert T. Stevens, left, by Roy Fisher, right president of the firm at recent ceremonies in the Pentagon. Center are Maj. Gen. Elbert Ford, Army Chief of Ordnance; and Gen. John E. Hull, Army Chief of Staff. The shell container is one of many items being reclaimed from scrapped material returned from Korean battlefields.

Sales: Still Going Up

Financial reports from 10 manufacturers disclose a steady upward climb in first half sales and profits, plus some predictions of continued new gains.

Ten more manufacturers of appliances and radio-TV products issued financial statements last month revealing higher profits and sales for the first six months of 1953 than for the

corresponding period last year.

Six out of the ten reported record highs for the first half. None of the firms' sales or profits dropped from last year, though one firm suffered \$1,000,000 flood damage.

Last month a dozen manufacturers also reported record high sales or increased profits in their six-month statements to stockholders. (See "Electrical Merchandising," September, 1953, page 263.)

Here are short summaries of the individual financial statements reported by the 10 manufacturers this month:

Admiral. Record six months sales of \$131,222,438–58 percent higher than in 1952–and net earnings of \$4,762,152–an 89 percent increase—were reported by executive vice president John B. Huarisa. He said the outlook for the second half is "bright."

Coleman. Sales for the first seven months were a record \$25,021,930, a gain of 14 percent over last year's previous high of \$21,418,161. Net earnings were \$1,317,283, compared to \$882,342 last year. Major factor in increase was heavy July shipments of air conditioning and home heating equipment.

Cory. First half sales were \$8,994,-027, better than double the same period last year and a new six-months high. Net income was \$359,722, as

compared to \$59,967 for the same period of 1952. President J. W. Alsdorf predicted new peaks in dollar sales volume for the year 1953.

sales volume for the year 1953.

Emerson. Net profit for the 39-week period ended August 1 was \$2,-333,227, compared to \$1,005,359 for the same time last year. No report

Sparks-Withington. For the fiscal year ended June 30, net profits were \$951,895—largest in the last 23 years of the company's history. Net profit for the preceding fiscal year was

Sportsman's Favorite



AWARD FOR EXCELLENCE in design and craftsmanship is presented to J. Reynolds Carey, right, manager of home freezer sales for Deepfreeze, by Joe Godfrey, of the Sportsman's Club of America.

NOW-the PERFECT COMBINATION by STROMBERG-CARLSON



It is a "natural" to combine the excellence of Stromberg-Carlson "Custom 400" high fidelity sound reproduction with the outstanding merit of exclusive Panoramic Vision.

Stromberg-Carlson's great reputation for superior tonal performance goes back to the very beginnings of radio.

And in television Stromberg-Carlson has introduced and perfected a great advance in its exclusive Panoramic Vision for the widest viewing angle in 24-inch receivers.

That is why this exceptional combination of the "Custom 400" and 24-inch Panoramic Vision is unmatched in the home entertainment field today.



The ROYALE - Television-radio-phonograph combination with 24-inch aluminized picture tube and "Custom 400" high fidelity audio for television, AM-FM and records. De-luxe 3-speed automatic record changer. Modern design cabinet in blond comb-grain limed oak veneers.

"There is nothing finer than a



The IMPERIAL-Television-radio-phonograph combination with 24-inch aluminized picture tube, exclusive Panoramic Vision, and "Custom 400" high-fidelity audio system for all services. Deluxe 3-speed automatic record changer. Georgian style cabinet of hand-rubbed mahogany veneers.

Also Available

The "CUSTOM 400" RPO-AM-FM



radio-phonograph combination in modern design cabinet of comb-grain limed oak veneers or traditional style cabinet of hand-rubbed Honduras mahogany veneers.

*Patent applied for

STROMBERG-CARLSON"

Stromberg-Carlson Company, Rochester 3, New York

Acclaimed by Leading **Music Critics**

With an audio frequency response from 20 to 20,000 cycles per second, the "Custom 400" is deservedly the standard by which high fidelity musical reproduction



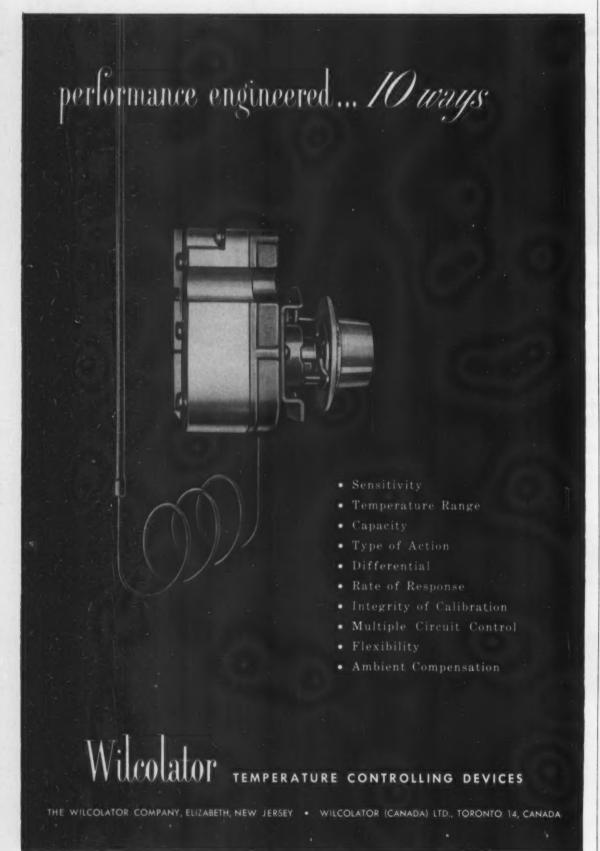
Super-sensitive AM-FM high fidel-



Coaxial 12" low frequency unit with 2" high frequency "tweeter" suspended in Carpinchoe leather.
Alnico 5 permanent magnets.



Fully automatic Garrard 3-speed record changer. Long-wearing magnetic jewelled stylus.



\$528,293. Sales for 1953 totaled \$27,-577,807 as compared with \$20,621,-271 last year.

Tray-Ler. Sales for the first half of 1953 were \$8,431,019, compared with \$4,111,421 for the same six months of 1952. Net profit was \$468,607 compared with \$37,708 for last year.

Universal Major "elec" Appliances. Six-months sales reached a record high of \$7,466,924, or 78 percent higher than sales of \$4,221,097 for a comparable period of 1952. Net earnings were \$225,505, or 164 percent greater than the earnings of \$85,887 for the same time in 1952.

Webster-Chicago. Sales were up from \$7,674,945 in 1952 to \$13,301,570 during the first six months of this year. The first six months of 1953 were the highest in the company's history. President R. F. Blash said developments of the past few months "have contributed to a most promising outlook for the balance of the year."

Whirlpool. Net sales for the year. Whirlpool. Net sales for the first half of 1953 were \$77,523,838, compared with \$50,097,472, for the same period of 1952. Net earnings were \$2,339,869 for the 1953 period, as compared with \$1,728,697 last year.

Zenith. Sales totaled \$82,207,174 for the first six months of 1953, representing a new all-time high. Last year's first half sales were \$46,925,511. Net profits for the first six months of this year were \$2,776,190, compared with \$1,336,357 for the same time last year, despite a heavy loss when Zenith's Wincharger plant at Sioux City, Iowa, was damaged by floods.

Scheduled Meetings

NATESA CONVENTION

Morrison Hotel, Chicago October 9-11

CHATTANOOGA ELECTRIC HOME SHOW

Chattanooga, Tenn October 13-17

AUDIO FAIR

Fair and Annual Convention of Audio Engineering Society New York October 14-17

PACIFIC ZONE, NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Fall Meeting Hotel del Coronado, Coronado, Calif. October 11-14

THIRD HOME VACUUM CLEANING CONFERENCE

Vacuum Cleaner Mfrs. Assn. Hotel Commodore, New York November 4

SEVENTH HOME LAUNDRY CONFERENCE

American Home Laundry Mfrs. Assn. Hotel Commodore, New York November 5-6

REFRIGERATION & AIR CONDITION-ING EXPOSITION

Public Auditorium, Cleveland November 9-12

NATIONAL ELECTRICAL MFRS. ASSN.

Annual Meeting Haddon Hall, Atlantic City, N. J. November 9-12

No wonder BLACKSTONE DEALERS !



Look at this **Typical Blackstone** Value!

Blackstone Model 330 Semi Automatic Washer

Recommended to retail at an Amazing

With Full Margin. Zone I price. Only slightly higher in the South

Blackstone's Model 330 is loaded with features like these:

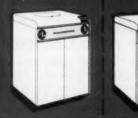
- . HYDRACTOR ACTION
- . CAST ALUMINUM WRINGER
- **EXCLUSIVE HYDROSPOUT**
- DOUBLE WALL FULLY INSU-
- AUTOMATIC TIMER
- LATED 10 LB. CAPACITY TUB
- . CASE-HARDENED STEEL GEAR

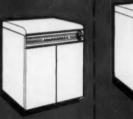
But that's not all!

Blackstone Offers A Similarly Attractive Model in Every Price Bracket!

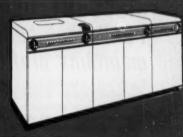
From promotional priced Wringer Washers, to a complete Automatic Home Laundry, Blackstone dealers sell value packed merchandise that's realistically priced for competitive selling. Prospects don't walk-out on Blackstone dealers.











A QUALITY WRINGER WASHER AT A PROMO-TION PRICE! Blackstone Model 136. Features a Full Family-Size Tub and improved Hi-Vane Agitator . . . amazingly fine con-

A MEDIUM PRICED WASHER WITH DELUXE WRINGER WASHER FEA-TURES! Blackstone Model 130A. Large, 10 lb. capacity tub, exclusive Hydrac-tor Washing Action and 'Life-Time'

FINEST AUTOMATIC WASHER BUILT TODAY! Blackstone's NEW Model 250. The Only Automatic Washer That's Fully Automatic, Fully Flexible, Fully Mechanical!

THE DRYER WITH FEA-TURES THAT SELL THEM-SELVES! Blackstone Automatic Electric Dryer - Model 190B...with Radi-ant Heating, Vacu-um Drying, Tumble Action! Gas Models AN AUTOMATIC CABINET IRON-WITH NEW FOLDAWAY CABINET! Blackstone Model 180C. The finest in automatic ironing ... Feather-Touch Action, Press-Iron Control, Adjustable Heat Control! Matches Washer and Dryer. Also: Black-scone—Deluxe Console Ironer, Model 3N; Porta-ble Ironer, Model 180.

BLACKSTONE'S WORLD FAMOUS COM-PLETE LAUNDRY UNIT! For the most discriminating buyer. Here is completely automatic washing, drying and ironing in only 72" of wall space! Units fit flush, match perfectly. Cost can be added to mortgage in most states!

Blackstone

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances

ELECTRICAL MERCHANDISING-OCTOBER, 1953



Light on the Subject



LIGHTING AUTHORITIES study an entry in the first nationwide lighting contest for electrical contractors, sponsored by "Electrical Construction and Maintenance," McGraw-Hill publication. Eighteen cash awards were given as prizes. Judges, left to right, are: Everett Armstrong, Cornell University; Richard Kelly, New York City; Carl Zersen, Chicago Lighting Institute; J. S. Schuchert, Duquesne Light Co., Pittsburgh; and Willard Thompson, Thompson Engineering Co., Boston.

Jordon Expands

Jordon Sales Co. has launched a drive to expand its distributor organization throughout the country as part of its production and sales drive. Harry Fogel, vice president in

Harry Fogel, vice president in charge of sales, said the firm has authorized more than a dozen distributorships in major markets and is negotiating for additional franchises. The expansion of distribution is directed by Herbert Freedman, director of sales.

"We expect to have a distributor for our domestic lines in every major and secondary market and a Jordon dealer in every city, town and hamlet in the nation in a matter of months," according to Fogel.

Jordon, manufacturer of home freezers, air conditioners and dehumidifiers, is planning to construct a new factory in Philadelphia in the near future.

New Avco Changes

A new form of organization designating responsibility among four division managers within the appliance and electronics division has been announced by Avco Manufacturing Corp. as a final step to further strengthen the Crosley and Bendix operations.

The new system was occasioned by the recent integration of the Crosley and Bendix organizations, according to J. D. Shouse, vice president of Avco Manufacturing Corp. and general manager of its appliance and electronics division.

The new organizational setup will give respective general managers complete control of their product lines and direct authority over their own operations, Shouse said.

The divisions and general managers

who report to Shouse include: Parker H. Ericksen, Avco vice president and general manager, home appliances; L. F. Cramer, Avco vice president and general manager, radio and television; C. G. Felix, general manager, government products; and L. W. Adkins, general manager, administration.

Serving Science

A strangely-equipped army moved into the quiet little New England town of Littleton Common, Mass., one day last month, took something from every home, and quickly de parted—all in the interests of a peculias kind of bacteriological warfare.

The army was made up of housewives, doctors, chemists and assistants taking part in "Operation Paydust" —a unique medical research project sponsored by the Peter Bent Brigham Hospital of Boston in cooperation with the Lewyt Corp.

Object of the project was to obtain representative samples of ordinary house dust. Equipped with 100 Lewyt vacuum cleaners and micro-dust filters the researchers carefully vacuumed the living room of every home in the village. The bags of dust were then coded and shipped to Baird Laboratories, Cambridge, Mass., for spectro-analysis and comparison with medical histories of each family.

Through "Operation Paydust"—the

Through "Operation Paydusé"—the first of its kind ever attempted—scientists hope to track down the mysterious factor "X" contained in common household dust. This factor is an unknown, which medical authorities believe is related to various diseases.

The 297-year-old village of Littleton Common was chosen for the experiment because it is a typical small town community. Townsfolk gathered on the green in the center of town and participated wholeheartedly.

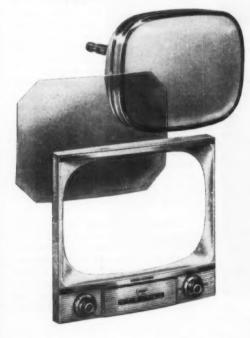
ANOTHER Admiral EXCLUSIVE

OPTIC FILTER PREVENTS DAYLIGHT WASHOUT

Just one of many reasons why the all-new

Admiral

Brings you Television's Finest Picture



Admiral's exclusive Optic Filter employs a single thickness of scientifically tempered glass, chemically tinted to eliminate room reflections which cause "washed-out" pictures. The neutral tint adds absolutely no artificial color value... no brownish or greenish cast to dull the picture! Because of the one-piece construction, there can be no trapping of air bubbles nor deterioration in use such as sometimes is encountered in filters of laminated glass and plastic.

Processes akin to those used in producing

fine lenses help achieve the accurate curvature of the Optic Filter, eliminating prismatic distortion and refraction even when viewed from extreme side angles. And, finally, the Optic Filter is permanently sealed to the picture tube face with a dust-tight gasket, so that it need never be removed for cleaning of inner surfaces!

Tangible benefits like the Optic Filter—easily demonstrated by the salesman and readily understood by the customer—account for Admiral's continuing leadership in television!

WORLD'S LARGEST TELEVISION MANUFACTURER



ADVICE FROM OUTSIDE: Philco vice-president Walter Eichelberger addresses a session of the 18th annual conference of the International Assn. of Electrical Leagues.



ADVICE FROM INSIDE: IAEL members exchange ideas on a problem. From left to right, McDermott of Kansas City, Mowatt of Ontario, Wilkinson of Spokane, Kessler of North Central, Johns of Western Pennsylvania and Glen Logan of Los Angeles.

IAEL: The Selling Job Ahead

Electrical league managers devote much of their 18th annual conference in San Francisco to discussions of how they can help the industry do the sales job that must be done.



SUGGESTIONS FOR maintaining TV sales in saturated areas are offered IAEL conferees by Packard-Bell's Robert Bell.



GIFT FOR a retiring president is presented to R. B. Hubbard, right, by J. G. Waddell, himself a former IAEL president.



AWARD FOR electric housewares promotional activities is presented to John Morrison, left, of Philadelphia Electrical Assn. by LeRoy Herbert of John Oster, representing NEMA.



NEW OFFICERS pose for picture after IAEL session. From left to right are A. H. Kessler (secretary), Albert L. Maillard (president) and H. E. Cook (vice-president).

"T HERE is a need for cooperation from all branches of the industry to do the necessary promotion and selling job that is required..."

ing job that is required. . ."

That was the keynote struck by president Ralph B. Hubbard and carried through as the theme of the meetings at the 18th annual conference of the International Association of Electrical Leagues held in San Francisco August 5-8.

Managers of 25 electrical leagues were joined by guests from the electrical utility, supplies and appliance distribution units of the industry for the three-day conference, the first ever held by the IAEL on the West Coast.

"Leagues today are a more important factor in our business than ever before, and our membership is looking to us for ideas to aid in the work that is ahead," Hubbard said in introducing the three-day program designed "... to present new ideas, new methods, and through interchange of experiences, a chance to make the most of the opportunities that lie ahead."

The IAEL achieved that objective through talks by 13 guest speakers from the electrical and allied industries, and through two panel sessions which drew on the knowledge of 18 of the league managers for an interchange of ideas and programs.

Outlook. Following words of welcome to San Francisco from J. S. C. Ross, chairman, executive committee, Northern California Electrical Bureau, members and guests received a thorough briefing on things to come in an address by George C. Tenney, vice president, McGraw-Hill Publishing Co.

"Despite the generally dim view



PERK UP sagging appliance sales

with the NEW 4-WAY

IT HEATS

HUMIDIFIES

COOLS

CIRCULATES

Provides year 'round comfort!

ACCESSORY STAND! Adds beauty and utility. An "extra" profit

GIN item backed by a reliable manufacturer with a liberal and definite Distributor and

DEALERS AND DISTRIBUTORS WANTED!

IT'S PORTABLE! Never before so versatile a product at such rock-bottom prices—and with such high profit margin to you! At the touch of a finger, your customer can dial "personal weather"—heater, humidifier, cooler, air circulator—in any room in the home. Dozens of uses: nursery, den, kitchen, rumpus room, sun porch, base-ment workshop. Handsomely finished in two tones of green . . . attractive with any style of home decoration.

As a Humidifier, Palmaire Jr. ends winter dryness. Helps prevent furniture cracking. Relieves scratchy throat. Soothes uncomfortable nasal conditions. 4,600 BTU Heat output. Operates safely, silently, economically. Uses only 1350 watts, A.C. current. Bears Underwriters' Laboratories Seal.

Your customers will read about Palmaire Jr. In TIME, GOOD HOUSEKEEPING, SUNSET and HOLLAND'S magazines. They'll be looking for it in your store!

A GREAT NEW ITEM BY A FAMOUS MANUFACTURER...

PALMER MANUFACTURING CORP. Phoenix, Arizona

America's Largest Manufacturer of Evaporative Coolers!
A subsidiary of McCRAY REFRIGERATOR CO., INC.

PALMER MANUFACTURING CORPORATION, Dept. P-3A 2200 West Filmore Street, Phoenix, Arizona. Gentlemen: I am interested in obtaining information about the Palmaire Jr. I am a Dealer 🗌 I am a Distributor 🗍 NAME..... COMPANY NAME..... ADDRESS.....

CITY.....STATE.....

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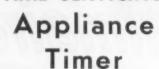
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Coin - Operated METERS

- TO STIMULATE VOLUME
 - FOR TIME BUYING
 - FOR TIME SERVICING



The most compact coin controlled timer ever built . . .

A.B.T. COIN PAY METER

- Completely Automatic
- Neon Indicator Light
- When in Operation
- Rugged Construction Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Throws out small coins and small
- Size: 2%x4%x5%
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.



Refrigerators, Washing Machines, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, anything electrical with the PAY METER.
Your merchandise does not have to be electrical to be sold through an A.B.T.

Free-View **Television Meter**

Midget Model #8200

For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin con-trolled television sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

The 3 min. Free-View Cycle, designed to attract attention and to create viewer interest, can be furnished as an auto-matic feature, turning on the television set for 3 minutes of Free-Viewing every

- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crackle
- Dimensions ABT Model #7300 12" high—7½" wide—3¾" deep. Net weight—9½ pounds

Let us show you how . . Write for details and quantity prices



A few choice territories still available for experienced representation . . . WRITE.



businessmen take of the near future outlook, there is only a bright future for the electric industry, Tenney said. He foresaw challenging electrical appliance market potentials—a total retail market of \$55.2 billions for the period 1953-1960 for just eleven popular devices: electric ranges, water heaters, refrigeration, freezers, dishwashers, clothes washers, clothes dryers, room air conditioners, bed coverings, radio and TV, and refrigerators. However, he pointed out, because these devices fall within the optional 40 percent of U. S. productive output
—which the public can take or leave as it sees fit-development of strong industry sales and promotional pro-

grams will be needed.

The retail appliance dealers with whom the league managers work in carrying out local league programs will continue to be profitable operations if the dealer management keeps the business closely in tune with market conditions, said Kenneth L. Hampton, manager, Valley Electrical Supply Co., Fresno, Calif., in his major address to the convention. Keying his talk to the theme that "the merchant succeeds best who inconveniences his customers least," Hampton stated that "the successful conduct of a retailing business depends upon following closely a few simple rules that revolve primarily around people. For the most part, these rules have to do with pleasing people and so are just the ordinary rules of friendliness, courtesy, honesty and fair dealing.

A glowing picture of the market for room air conditioners was presented to the league gathering in a talk by W. H. Eichelberger, vice-president, Philco Corp., and recently appointed NEMA representative to the IAEL. "It is reasonable to believe that ultimately two room air conditioners at least can be sold to each home," stated Eichelberger, ". . . the market in every home for an air conditioner is equal to the number of rooms in that home.

Exchange. Two full sessions of the IAEL convention program were devoted to an organized exchange of ideas between the members. Under chairmanship of A. H. Kessler, five of the league managers served as an "I want to know" panel, asking of the membership such questions as: "What membership such questions as: "What problems arise when a UHF TV station comes into an area already served by a VHF station"; "What methods have proven successful in promoting TV programs to the public"; "What methods can be used to get appliance dealers interested and enthused in league programs"; "How can the electric leagues best serve the retail deal-ers"; "What league programs have worked successfully in getting appliance dealers interested in adequate wiring programs." The answers and in many cases practical solutions to these industry and league problems were supplied in frank and informal discussions which, through IAEL decision, are not available for publication.

The full program of the IAEL's 18th annual conference included talks by O. R. Doerr, PG&E, on "The Industrial Development of the West", advice on "The Path to Profit for Small Electrical Business" by a local banker; an optimistic view of the market for lighting equipment by Wm. H. Robinson, Jr., lamp division, General Electric Co., "New Horizons for the Television Industry" by Robert S. Bell, Packard-Bell Co., Los Angeles, a description of the "Electrical Week in Michigan" by Kent P. Stiner, BullDog Electric Products Co., Detroit, "Legal Aspects of League Operations" by a local attorney, and a description of "What We Know about Electric Air Heating" by Edwin Fleishman, San Francisco.

At the closing session, the members of IAEL elected its officers for 1953-54: president, A. L. Maillard, Indianapolis; vice president, H. E. Cook, Detroit; treasurer, E. J. McGinnis, Cincinnati; secretary, A. H. Kessler, Minneapolis; corresponding secretary,

O. C. Small.

Association Briefs

- The Pacific zone of the National Association of Electrical Distributors met recently in Pasadena, Calif. Robert M. Oliver, manager of appliance specialties for the Westinghouse electric appliance division, addressed the
- Martha Brandt has been named new "Jane Foster" to supervise home economics for the Electric Cooking Institute and for Commonwealth Edison Co. of Chicago. She succeeds Madeline Mehlig.
- New chairman of the Pittsburgh chapter of the Electrical Women's Round Table is Miss Leona Lieblich. She is a home economist for Frigidaire Sales Corp.
- · New officers have been elected by the Wichita Appliance Dealer's Asso ciation. They are Lee Basham, president; Victor Hemmen, vice president; Clyde Whitchurch, Jr., treasurer; and Roger Whitcomb, secretary. Hugh Mitchell, outgoing president, addressed a recent meeting of the Western group.
- The New Jersey Housewares Club heard a prediction recently that electric housewares would account for a greater share of this year's Christmas gifts than ever before in history. Mort Farr, Upper Darby, Pa., former president of NARDA, forecast the record holiday sales.
- · A. A. Hoehling has been appointed public relations manager of the National Association of Electrical Distributors, it was announced by Charles G. Pyle, executive director. Hoehling formerly was with Bell Telephone Laboratories and an airline firm.
- The Northwest Appliance and Television Association's "Profit Clinic" was held in Seattle September 28. Al Bernsohn, managing director of NARDA, spoke on the "Need for Local and National Associations." Committee arrangements were under the direction of NATA president Keith Davis. The group also heard several other addresses.

0 - C L ONLY COMPLETE



HOTTEST FULL-PROFIT DEAL IN THE FIELD!

FULL % HORSEPOWER MOTOR! New motor develops nearly ONE FULL HORSEPOWER for extra suction-cleaning efficiency.

NO DUST-BAG EMPTYING! Uses easy-to-replace throwaway paper dust bags.

COMPLETE TOOL SET! Cleaning tools included at this low price: Rug Nozzle; Upholstery Tool; Floor and Wall Brush; Round Dusting Brush; Crevice and Blower Tool; Rubber Hose; Swivel Connector; Two Extension Tubes.

LATEST TWO-TONE COLOR-STYLING! Styled in beautiful decorator colors, French Blue and Beige.



FIRST COMPLETE STEP-UP CANISTER LINE!

NEW! APEX AERO-CLEANER

. a sensational quality-leader at a popular price! Two-tone styling. Swivel-Top for complete "round-the-room" cleaning ease! Full set of \$7 Apex De Luxe Cleaning Tools in handy kit!

FINEST! APEX STRATO-CLEANER

delivers 89% More Suction-Power ON THE RUG! Easiest Lid-Removal . . No Motor-Lifting! No Dust-Bag emptying! New, Two-Tone Coral and Beige color-styling; full \$ Chrome Trim! Complete Apex De Luxe Tool Kit including sprayer unit! COMPLETE

_ STATE_

*Manufacturers suggested List Prices, slightly higher in South and Far West.

SEND... for Full Details on RECORD-BREAKING APEX CLEANER PROMOTION!

PRINT STORE NAME_ SEND ADDRESS _

COUPON

CITY_

THE APEX ELECTRICAL MANUFACTURING CO.

ELECTRICAL MERCHANDISING-OCTOBER, 1953

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PAGE 201



PASSING THE BREAD at the SKCMA banquet to Art Tuscany, Jr., (center) is Kelly Reynolds, kitchen cabinet sales manager of Republic kitchens. On the left is Harry Moulton of American Standard.

SKCMA Makes Its Plans

Kitchen cabinet makers at their quarterly meeting approve projects to be undertaken by association committees; next meeting set for Chicago

Meeting for the last time in Cleveland for at least a year, the Steel Kitchen Cabinet Manufacturers Association early in September approved work on a series of projects to be undertaken by association committees.

For all of its previous quarterly and annual meetings (except for the annual meeting last May at the Greenbriar Hotel in White Sulphur Springs) the association has used Cleveland as home base. Future meetings have been scheduled for December 9 at Chicago, March 3 in New York and the next annual meeting on May 27, 28, 29, at the Greenbriar.

Definite steps toward the promotion of the steel kitchen cabinets will be handled by the sales promotion and advertising committee. Some of the recommendations by the committee



TWO O'CONNER'S, R. J. (on the left), sales manager of Miller Metal Products, and F. E. "Bill", the SCKMA Veep and vice-president of Geneva, visit.

—use the slogan "cabinets of steel for lasting appeal" on all manufacturers' letter-heads and advertising in consumer and trade magazines.

—use the brochure (about the steel cabinet industry) as often as possible in mailings to dealers, builders, and the consumer.

—use more news releases to the public press, in order to promote the steel kitchen cabinet industry, also greater effort to promote at the focal point of the industry—with builders and contractors who can suggest steel cabinets when designing a home.

One of the great benefits of the association to their members is the compiling of figures and statistics. The statistical committee urged the group to adopt various questions for the survey to be made before the end of the fall on wages and employee benefits in the members' plants. One of the most frequent requests has been for breakdowns of cabinet industry volume—how much is going into new construction? remodeling? are people buying complete kitchens?

The principal speaker for the gen-

The principal speaker for the general session metting was Donald M. Hobart, vice-president and director of research of the Curtis Publishing Company. Hobart spoke on "Analyzing Markets and Establishing Sales Quotas". Said Hobart: "The job of analyzing markets and setting sales quotas requires intelligent, detailed hard work and should occupy an important spot in your sales management".

Arthur Tuscany, Jr., was named to succeed his father, the late Arthur Tuscany, Sr., as executive secretary-treasurer of the group.

NEMA Answers

The problem of small children trapping themselves in abandoned ice boxes and refrigerators is one that must be solved through intelligent disposition of discarded cabinets rather than through safety releases on the inside of doors.

That is the opinion of the household refrigerator and farm and home freezer sections of NEMA. The groups recently issued a statement expressing "profound concern" over the tragic deaths of several small children who closed themselves in old refrigerators and suffocated.

Commenting on suggestions that safety catches be provided inside doors and lids of cabinets now being manufactured, the groups expressed the opinion that this action would create only a "false sense of security, since there is no assurance that panicky small children would have the knowledge, strength or ability to operate such a device in total darkness."

The organizations suggested rather that an educational campaign be undertaken to teach people to remove hinges and latches from the doors of discarded cabinets, place them with their doors against a wall, or scrap them completely.

Fall Drive Slated

The Electrical Association of Philadelphia has launched a double-barreled fall dealer campaign to promote sales of electrical appliances during the forthcoming season.

forthcoming season.

Each dealer who signs up for the program will receive a window display and two 100-line ads in the community paper of his choice over his own signature. The association will insert two 1,000-line ads in two Philadelphia papers, listing participating dealers.

Spot announcements will be carried on 10 radio stations in the area during the campaign in addition to promotion on the Philadelphia Electric Company's TV program, "TV Kitchen." Cost to the dealer will be

\$15 for this phase of the program. For an additional \$10 he can participate in a demonstration to promote ranges and home freezers.

Distributor salesmen will be given a bonus of \$4 for each dealer signed up for the advertising activity on the appliances plus \$3.50 for the demonstration program.

Another phase of the campaign will be on electric bedding to tic-in with ads of eight manufacturers.

NARDA Watchdogs

NARDA has organized a network of top appliance and radio-TV dealers throughout the country to examine local practices and make recommendations for improvement in line with the organization's objectives.

The appointment of regional chairmen and vice chairmen came as a result of NARDA's determination to clean up industry-wide conditions of malpractices, meaningless franchises and shrinking discounts

and shrinking discounts.

Wallace Johnston, president of NARDA, said the dealers "will play an important part in furthering or combating state and municipal legislation affecting our industry in their areas, and to a large extent, will help the board of directors formulate NARDA policies."

He said he expects the regional chairmen and vice chairmen to become or produce future board members, committee chairmen and other leaders.

RMEL Convenes

The Rocky Mountain Electrical League held its 50th annual convention at Colorado Springs September 20 through 23 with a round of business sessions and outdoor sporting events in the resort city.

Four general business sessions were held in the theatre of the Broadmoor Hotel. John E. Loiseau, president and general manager of the Public Service Co. of Colorado, presided over the opening session.



WAR WHOOPS from eight electric-blanketed distributor salesmen touch off the fall promotion campaign of the Electrical Association of Philadelphia. Paleface at right, facing podium, is John A. Morrison, EAP managing director, who announced the fall campaign to promote sales of electric bed coverings.

IRBIG

IN BEAUTY! PERFORMANCE! PROFIT!



THE 24" CAVALIER

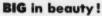
Mahogany or limed oak; full doors All-Channel Tuner optional Model Numbers—Mahoganv: 53442 (VHF), 55442 (UHF-VHF) Limed oak: 54444 (VHF), 57444 (UHF-VHF)







Mahogany cabinet Matching Duncan-Phyfe base All-Channel Tuner optional Model Number VHF: 52412 Model Number UHF-VHF: 56412



Console or table model, traditional or modern—complete choice of styling in a compact line. There's the sleek *Crusader*, in Golden Wheat with contrasting wrought-iron legs; there's the full-door *Cavalier*, in rich mahogany or limed oak . . . or the mahogany *Crusader*, with matching Duncan-Phyfe legs. Fine cabinetry, expert hand finishing . . . real style leadership!

BIG in performance!

These new 24" Spartons are powered by an improved 29-tube version of the famous Cosmic Eye Chassis. All-Channel UHF-VHF tuning is optional. Picture clarity and definition are as sharp and constant as in Sparton's finest 21" models. The result: performance that will win any side-by-side comparison test with any set anywhere . . . and win it hands down!

BIG in profit!

These new models carry what are probably the longest discounts in the business for sets in their price range. In addition, remember these other benefits . . . all yours with the Sparton franchise:

Long discounts on every set—not just on a few slow movers. Your Sparton sales are *profitable1*

Protected territories: Careful dealer selection cuts out price-slashing, cut-throat competition.

Low customer-service costs: Trouble-free performance and satisfied customers mean repeat business, volume referrals for you!

All-out promotion: Backed by another striking LIFE ad, every four weeks. Colorful line folders, wall banners, spec sheets. And all the help you could want on your local and tie-in advertising!



These new 24" sets, like the sensational 27" Continental, can spearhead your whole TV operation . . . establish you as the quality retailer in your area. If you handle Sparton now, consult your Sparton Representative. If not, write B. G. Hickman, Sales Manager, today. He'll let you know if there's a Sparton franchise open in your locality.

SPARTON RADIO-TELEVISION • JACKSON, MICHIGAN

THE 24" CRUSADER
Golden Wheat cabinet

Golden Wheat cabinet Wrought-iron legs All-Channel Tuner optional Model Number VHF: 52413 Model Number UHF-VHF: 56413

MARKETING



NEW CLEANER AND NEW channels of distribution were announced by Hoover during mid-August press conference in New York. Above, Hoover officials pose with executives of Bruno-New York, metropolitan distributors of the new Holiday cleaner. From left to right: Harry Hansen and Frank Litton of Hoover, Irving Sarnoff of Bruno, William Bond, manager of Hoover's general products division, and Jerome Harris, Bruno president.

Distributors for Hoover

For the first time in firm's history Hoover is using distributor organization to market a cleaner; national distribution is scheduled for end of year

It was back in 1908 that the Hoover Co. introduced its first vacuum cleaner and in the intervening years the company has had plenty of experience in introducing new models.

Last month, once again, Hoover was ballyhooing a new vacuum—but this time there was one important difference. For the first time in history a new Hoover was being sold through distributor-dealer channels.

Heretofore Hoover cleaners have been merchandised only through authorized dealers direct from the factory. In 1950 the firm set up a special products division to set up a distributor-dealer organization for Hoover electric irons, dustettes and floor polishers. Shortly thereafter Hoover "specials"—factory rebuilt cleaners—were added to this group. But even as the company was doing this it emphasized that the action "in no way changes our time-tested arrangement of selling new cleaners directly through dealers."

The cleaner chosen for the change in distributing policy is a tank-type unit called the "Holiday by Hoover." It will be introduced market by market. First showing was held in August in New York when Bruno-New York (which had previously distributed Eureka) took on Holiday distribution. By the end of the year, Hoover officials said, national distribution will be complete.

The Holiday, with a \$79.95 pricetag is obviously aimed at over the counter selling with a price which makes it competitive with other cleaners sold in that fashion.

Product-wise the cleaner included

several innovations. It has a rectangular shell for easier and more compact storage. A baffle at one end cuts operating noise so that the operator can listen to the radio while using the cleaner.

Plenty of Prizes

A two-month contest for distributors and dealer salesmen, the "Million Dollar Prize Bowl" contest, has been inaugurated by Thor Corp. as a tie-in with the football season.

The contest runs from September 14 to November 14, and will wind up with a three-day expense-paid trip to Chicago for the top-selling distributor salesmen from all over the country according to Thor general sales manager T. R. Chadwick.

A partial list of the prizes include 2.500. They applied to the prize of the sales include 2.500. They applied to the prize of the sales include 2.500.

A partial list of the prizes include 2,500 Thor appliances, a Cadillac, a Ford, a Chevrolet, and a complete man's wardrobe. "The prizes really add up to a million dollars," Chadwick said.

The "Million Dollar Prize Bowl" contest is divided into six divisions: the distributor salesman's contest; retail salesman's contest; small dealer's contest; B. F. Goodrich dealer salesman's contest; new dealer program; and distributor sales manager's contest.

Distributors will receive a quota of Thor products which must be sold during the period of the contest. Every product has a point value. In addition, a point system has been set up so that retail salesmen can win Thor appliances of their own choice.

Product and Promotion

Lewyt undertakes a series of 18 distributor meetings to introduce a new cleaner and an ambitious advertising program

The arrival of a buyer's market does not mean the end of good business.

not mean the end of good business.
That's the message Alex Lewyt and a team of factory executives are currently carrying across the country to a series of 18 distributor meetings called to introduce the firm's new cleaner.

Arrival of a buyer's market means simply that the customer has a "chance to be choosy", Lewyt said and he warned distributors that "she has to be given more and better reasons to buy one brand instead of another." As a means of doing that, the company unveiled a re-styled cleaner and a new advertising campaign which Lewyt believes "will total more than the combined advertising expenditures of our two largest competitors."

New features in the cleaner include: a "Biscayne blue" finish, a new carpet nozzle, a circular track base which permits the cleaner to rotate, a built-in suction control dial and a re-styled compiler.

re-styled cannister.

Vice-president Walter J. Daily said the new nozzle will be featured in all company advertising and promotion in the fall. To illustrate the use of the "big difference" theme, Daily pointed out that "the materials for our carpet nozzle cost from five to seven times more than those used in the manufacturer of any other carpet nozzle."

Amplifying on the Lewyt advertising program, ad manager Donald Smith said that in September alone the firm's national magazine program would be greater than that for any other single appliance — range, refrigerator or washer. In addition to the magazine program Lewyt will use 14,000 billboard posters this fall. According to Smith this will be the "biggest imprint program in the appliance industry."

In addition, the company is making available a full line of promotional material including an exploitation book containing 21 sales-building promotions and an all-purpose display kit.

More and More Ads

More advertising of washers, dryers, and ranges and a lower volume of ads on refrigerators is reported by the Advertising Checking Bureau, Inc., of Chicago in its mid-year report of retail and national advertising in daily newspapers.

Washer advertising was up 9.5 percent (automatics were up 7.7, standards up 13.0) over 1952 levels. The brand name that led the field in 1952 (with 19 percent) led again in 1953 (with 15 percent). Last year's second place brand dropped to sixth.

place brand dropped to sixth.

Additional brands of dryers make comparisons difficult but the Bureau reported that linage on gas dryers was about the same as in 1952 while electric dryer linage was up 65 percent.

Range advertising totaled 219,128 inches, up sharply from 1952.

Refrigerator advertising dropped from 1.5 million inches to about 1.4 million. In 1951 it was slightly more than two million inches. Freezer advertising was up, however.

Flashy Display



COMPACT new flasher display pointing up advantages of Hamilton Beach mixers and blenders is demonstrated by Ralph Zenner, Hamilton sales manager to Russel Saunders and Clarence Piemeisl during firm's recent sales meeting.



DIEHL'S '54 FAN DEAL

Diehl will stir up a stimulating breeze to push your fan sales when next year's plans are announced, so don't commit yourself to any fan program until you have heard the full story of Diehl's '54 Fans... the line that's tops for year-round fan profits.

You'll be just as enthusiastic as we are when you see the new eye-catching, sell-on-sight, profit-making items that have been added to the Diehl fan line.

Floor demonstration displays are available to you that will stop your shoppers in their tracks. They'll start your sale at the flick of a switch. Designed to take a minimum of space, they'll pay their own way ... many times over.

Wait 'till you see the colorful, attractive literature that will really help you sell. Every sales promotion piece has been planned to do a real selling job.

> Catalogs – Envelope Enclosures – Manuals Window Streamers – Window Decals Counter Cards – Newspaper Mats and Cuts

Everyone appreciates a real quality product, which you sell when you sell Diehl Fans. You can be confident your customers will be completely satisfied because 66 years of specialization in the manufacturing of fine motors and fans is back of every Diehl nameplate.

Let Diehl's nearest district office give you full details before you make your fan commitments for next year.



DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING CO.

Finderne Plant, SOMERVILLE, N. J.

ATLANTA, BALTIMORE, BOSTON, CHICAGO, DETROIT, NEW YORK, PHILADELPHIA, WORCESTER

ELECTRICAL MERCHANDISING-OCTOBER, 1953

PAGE 205

COOL CONSOLE

A brand new radiant-circulating heater—for any gas
—that should sell on sight at good profits for dealers.

Top and sides of this Console are always cool enough to touch without getting burned, while plenty of heat is directed through outlets in the front.

This cool feature, the attractive design and Armstrong high quality workmanship make it one of the finest unvented circulators ever made

Body is finished in an attractive new shade called "Mocha Tone". 26" high, 14" deep. 161/2" wide for 24,000 B.T.U., 19" wide for 30,000 B.T.U. A.G.A. Approved.



ORDER FROM YOUR JOBBER or write for literature on full line of Gas an Electric Heaters, Ironers, etc.

ARMSTRONG PRODUCTS CORP.

molacturers of Quality Products since 1899 Dept. EM, Huntington 12, W. Va. ARMSTRONG DEPEND ON IT! IT'S THE BEST



HOT WATER FAST

With



America's Favorite

Electric Water Heater

Just put Flasheat in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time. 7-foot rubberized cord. Bright chrome finish. Attractively packaged.

Has many uses: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc.

ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$ 595 LIST

DISTRIBUTED THROUGH JOBBERS ONLY

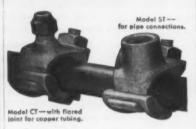
Write for Literature

G. L. ELECTRIC CO. 20725 Harper Detroit 36, Mich.

Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



SKINNER-SEAL SADDLE TEE-for making gas and water connections. No pipe cutting or threading. Quick, Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO. SOUTH BEND, 21, IND., U.S.A.

They Sell Power Tools

A mail survey shows a surprisingly large number of distributors are selling portable power tools, with an average of 1.5 brands per wholesaler

More than half of 246 wholesalers responding to a recent ELECTRICAL MERCHANDISING mail survey reported they were distributing portable power tools in addition to major appliances, radio-TV and other products.

Of the wholesalers participating, 56.9 percent said they were selling portable power tools. An additional 5.7 percent of those not distributing power tools at present said they expected to distribute them in the next two years.

The survey included appliance-radio-TV distributors, hardware wholesalers, electrical wholesalers, and various combinations of these classifications, all of them engaged at least partly in distributing major appliances.

Distributors concentrating on the appliance-radio-TV business prised 37.8 percent of the total number of wholesalers, with 20.4 percent of this number handling power tools. The largest power tool distribution percentagewise was in the hardware classifications. It breaks down this

Wholesalers	% of total	handling power tools
Appliance-radio-TV	37.8	20.4
Hardware	10.5	84.6
Hardware & appliances	5.3	84.6
Electrical Appliance-radio-TV-	35.4	78.2
hardware-electrical Appliance-Radio-TV-	1.2	66.6
electrical	4.5	72.7
Hardware-electrical	1.2	100.0
No answer	4.1	
Total	100.0	****

Of the 140 wholesalers distributing power tools, 54 reported doing business with appliance-radio TV dealers. These 54 generally did only one to 20 percent of their business with appliance radio-TV dealers. Here is the breakdown of power tool sales going to five outlets:

Percent of total sales	No. of appliance-radio- TV dealers	No. of hardware retailers	No. direct to industry	No. electrical contractors	No. of other
1-9%	18	10	10	15	6
10-19	18 20 8 3	17	17	15	4
23-29	8	12	13	16	6
30-39	3	5	5	7	2
40-49	1	2	9	8	2
50-59		9	12	10	1
60-69	1	5	2	3	1
70-79	-	6	6	6	4
80-89	2	5	3	3	1
1 -9% 10-19 20-29 30-39 40-49 50-59 60-69 70-79 80-89 90-99 100%	2 1	10 17 12 5 2 9 5 6 5 8 7	10 17 13 5 9 12 26 3 2	15 15 16 7 8 10 3 6 3 6 4	6 4 6 9 9 1 1 4 1 0 9
100%	-	7	2	4	2

A total of 41 different brands of portable power tools were listed by wholesalers. These 41 brands received a total of 207 mentions for an average

of 1.5 brands per distributor.
Four brands made up 61 percent of the total number of brands mentioned by distributors. They were, Black & Decker, 40 mentions; Cummings, 37 mentions; Thor, 25 mentions; and Skilsaw, 24 mentions. Only 10 of the 41 brands received five or more mentions.

Thirty-seven percent of the distributors handling power tools reported selling directly to manufacturing con-cerns, while 49.6 percent said they did not.

One-thousand survey cards were mailed to distributors in various parts of the country. The returns roughly paralleled the mailing distribution, giving a representative cross-section.

Garroway Spreads the Word



WIDE-EYED Dave Garroway uses telephone to inform members of the Telechron clock field organization that his show will be used to advertise Telechron clocks this year. Announcements will be made three days a week on Garroway's TV show, "Today", over NBC-TV. Also in on the telephone conference are V. H. Tracy, supervisor of advertising production, left, and M. J. Dunn, clock sales manager.

Andrea presents seven outstanding reasons why you'll make more

money in 1954



THE ANDREA LIDO
Compact Table Model, 21" Picture Tube,
UHF, Fringemaster Tuner



THE ANDREA VICTORIA
Full-Door Console, Fringemaster Tuner,
UHF, AM Radio, 3 Speed Record Player,
21" Picture Tube



THE ANDREA CLAREMONT
Open Face Console, Fringemaster Tuner,
AM Radio, UHF, 21" Picture Tube



THE ANDREA BRITTANY
French Provincial Full-Door Console
Fringemaster Tuner, UHF, AM
Radio, 21" Picture Tube



THE ANDREA RIVIERA

Open Face Console, 21" Picture Tube,
UHF, Fringemaster Tuner



THE ANDREA AMBASSADOR
Full Door Console, 21" Picture Tube,
UHF, Fringemaster Tuner



THE ANDREA DRAKE
Full-door Console, Fringemaster Tuner,
AM Radio, UHF, 21" Picture Tube

Here are Andrea's seven basic models for 1954.

As has been Frank A. D. Andrea's policy for 35 years there has been no compromise to meet a price by cheapening any part of his receivers. That's why your customers get lasting, perfect performance in sound and picture.

Each of these models is equipped with Andrea's exclusive "FRINGEMASTER TUNER", making possible easy, fast precision tuning.

Each contains Andrea's latest type "LIVE IMAGE" 21-inch Cathode Ray Tube. AM radio is available in four of the models.

All models have four IF stages for superior fringe area performance and finer picture quality in high signal areas, another proof that Andrea is not building down to a price.

For information on Andrea's generous discount policy and spec sheets on the line write today.

Andrea

SHARP-FOCUS TELEVISION

ANDREA RADIO CORPORATION, 27-01 Bridge Plaza North, Long Island City 1, N. Y.

Uncle Sam Cracks Down

The government is looking into commissaries and discounts to Federal employees as retailers renew their demands for a larger share of this "lost" business

The battle of retailers against the competition of service organizations and federal discount activities has flared up again. Action is finally being taken by the government, although some of it isn't to the retailers' liking.

The bad news came when a congressional committee dismissed demands of the American Retail Federation to restrict activities of military

exchanges.
On the other side, Defense Secretary Wilson, following congressional instructions, has been looking over the military commissary stores operation. He has to figure out whether any of these stores are offering services adequately covered by private concerns, and the odds are that a number of the 208 commissaries operating in the continental U. S. will be shut down as a result of this survey.

Gains also were made by Washington merchants in their fight against discount groups formed by federal employees in the nation's capital. These came in the form of a promise from Commerce Secretary Weeks to crack down on discount ventures and a decision by the Justice Department to determine whether merchants giving discounts to federal employees are violating the Robinson-Patman act.

Long Battle. Retailers—particularly

jewelers, haberdashers and hardware merchants-have been trying to get restrictions on PX activities since the close of World War II. They charged that service men were buying everything from automobiles to watches at wholesale prices through exchanges, selling them to civilians at below gen-

eral retail rates.

Congress uncovered enough such abuses to crack down hard on the exchanges in 1949. The armed services were forced to cut down on the number of items that exchanges were allowed to sell, and adopt strict regulations designed to keep merchandise out of the hands of civilians. In addition, exchanges were forced to pay federal excise taxes, earn enough to pay rent, salaries of exchange employees, utility bills and other costs. Ex-

change prices went up.

New Demands. But retailers still were not happy. This year they came to Congress with detailed charges of abuses of exchange regulations. They demanded the exchanges be barred from handling all luxury items, including radios, record players, golf clubs, and many items of civilian clothing.

An investigating committee headed by Rep. William Hess of Ohio, an ex-serviceman, turned thumbs down. True, the committee reported, there violations of exchange regulations, but these have not been found in significant numbers. Reduction of exchange stocks along the lines recommended by ARF would put the service stores out of business by eliminating the few lines on which they

make a respectable profit. Anyhow, the exchanges are vital to the morale of servicemen, and constitute one of their few remaining extra privileges.

This stiff language undoubtedly means the 180 main exchanges-most have branches-and 64 Navy stores will continue in business at the old stand-at least for the foreseeable fu-

The battle over commissaries, which is being spearheaded by groups like the National Association of Food Chains, is something else again. The opponents point to cities like Washington, where six commissaries are operating, some within shouting distance of large private markets. Defense Sec-Wilson has until December 31 to certify those that are necessary to assure service people of adequate service at reasonable cost. At the least, he probably will eliminate some of the commissaries in areas where the several services each maintain their own.

If Washington merchants win their fight to eliminate discount buying for government employees, you can look for similar action by retailers in cities like Denver and San Diego, where there are smaller but still sizeable coucentrations of federal workers.

The Washington battle was stirred up by the District of Columbia Business Practices Council, a group of more than 100 retailers. Council President Bernard N. Burnstine estimates there are some 150 organizations of federal employees which offer their members discounts on everything from appliances to zithers. Two groups own retail outlets. Others urge Washington stores to give discounts.



OUTSTANDING Necchi sewing machine dealer, Walter Lanze, president of New England Sewing Machine Co. of Hart-ford., is presented with a watch after being named Necchi "dealer of the year." At left is Leon Jolson president of Neechi.

Brand Name Awards

The machinery for selecting the 1953 "Brand Name Retailers of the Year" was set in motion last month by the Brand Names Foundation, Inc.

Winners in this year's competition will be honored on Brand Names Day (April 14, 1954) at ceremonies in New York. Awards will be made in 25 retailing categories, one of them being limited to the electrical appliance field. In this division judges will select one "Retailer of the Year" and four winners of certificates of distinction.

There are no entry fees and any retailer wishing to enter can file an entry by describing his present brand promotional program or future plans with the Foundation, 37 West 57th St., New York 19. Deadline for entries (which may be submitted on dealer letterheads or on an official entry blank) is January 18, 1954.

Winners will be honored at a three day program in New York.

Sewing Firms Meet

Three sewing machine firms recently held meetings to discuss fall sales promotions, introduce new lines, and map strategy for taking advantage of the expanding "do-it-your-

self" trend in home sewing. Necchi Sewing Machine Corp. unveiled seven new models in various finishes combining both functional and decorative design at its recent conferences in New York. The company also introduced a new desk model for class room instruction.

White Sewing completed a series of sales meetings across the country early in September. The firm expects this year's sales to approach the all-time high set following World War II and reported many department store representatives "are coming to us."

Fifteen representatives attended a recent sales meeting held by Free Sewing Machine Co. Free announced plans to reorganize territories to better service a growing distributor organization. The firm also showed its 1954

Sewing machine industry leaders have pointed out that home sewing has increased more than 150 percent in the last five years and the homemaker's interest in creating things for herself will continue to grow.

Beat Quotas

Three and a half million dollars worth of ranges, water heaters, freezers and air conditioners were sold in the third annual "Four in One" sales campaign completed recently by Gulf States Utilities Co. During the campaign 10,750 units were sold (against a quota of 8,000 units). The campaign was the largest and "most spectacular" in the history of the company, officials said.

Mower Sales Soaring

Sales of Reo power mowers for the current year could become the largest in the firm's history, it was predicted at the annual sales con-ference of Reo Motors lawn mower division.

Sam Briggs, vice president in charge of the lawn mower division, told sales and service representatives from all sections of the country that Reo "very definitely" had improved its position in the first six months of 1953.

Pointing out that along with rising sales there also had been increases in costs of materials, labor and tooling, Briggs said, "For the first time since Reo entered the power mover business in 1946, we are entering a new selling era completely free of material allocations and price controls. We are privileged to have that freedom. It is a challenge to all of us.

Reo president Joseph S. Sherer, Jr., commended the sales force for activity that virtually cleared out field and factory inventories of 1953 models, and told the group that they could "full confidence" in their



FIELD TESTING of new Rea Trimalawn power mower is watched by sales and service men attending recent Reo sales meeting. Reo officials said the firm had "very definitely" improved its position during the first five months of 1953.

WILL THE APPLIANCE REVOLUTION LEAVE YOU VICTIMIZED or VICTORIOUS?

The Decision Is Up To You!

Consolidations and mergers of manufacturers have caused a revolution in the appliance industry. The resulting confusion has struck with terrific impact upon distributors and dealers alike.

Distributors suddenly find themselves competing with other distributors in the same territory carrying the same line. Under such circumstances, dealers are faced with the problem of carrying "tag-along," slow-moving products that have been forced upon them by the new so-called "full-line" manufacturer.

THE BUYER'S MARKET

Line by line, the seller's market we all have been enjoying is rapidly changing to a buyer's market. And the buyer's market is a realistic, steady, *profitable* market. Consumers are buying the best of each brand—products made by the specialists. The public—right now, today—is selective in its buying, and it is choosing the dealer who sells the products of specialists.

The time has come for you to review your own position. You must decide between two alternatives—either risk being caught in the "squeeze play" between the giants who are battling to corner the appliance market, or remain *independent*, sell what you please,

and do business with the specialists whose products are gaining widest acceptance.

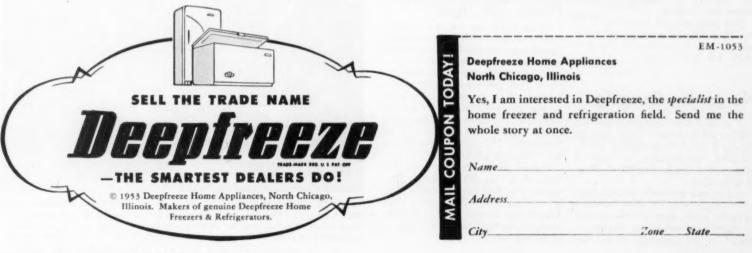
DEEPFREEZE-THE SPECIALIST

Deepfreeze Home Appliances, North Chicago, Illinois is the specialist in the field of low temperature equipment. Deepfreeze pioneered and leads the home freezer industry. No other name has such a reputation for quality and advanced features, not only in home freezers, but in its famous refrigerators.

As a Deepfreeze Dealer, you are "your own boss," you are not compelled to carry a variety of small-profit, "tag-along" products, you can carry any complementary lines you please. And two of the most modern manufacturing plants in the appliance industry are geared to meet the ever-increasing demand for Deepfreeze Home Appliances.

GET ALL THE FACTS!

Mail the coupon today and find out what Deepfreeze—the specialist—offers you as an independent dealer. We'll send you details on why we think Deepfreeze offers you the hottest "cold" proposition in the appliance business today.



AD PLANS

G-E: Milland on Radio and TV



SURROUNDED BY General Electric officials, Ray Milland poses with Phyllis Avery, who co-stars with him in a new CBS television series, "Meet Mr. McNutley". The show is sponsored by G-E's small appliance division and radio-TV department. Left to right: G. A. Bradford, radio-TV department advertising manager; W. H. Sahloff, general manager of the small appliance division; Milland; Miss Avery; Herbert Riegleman, manager of the radio-TV department; and S. M. Fassler, ad manager for small appliances. Radio-TV department will also sponsor radio version of the Milland show.

Admiral: Two Million

Details of a two million dollar fall

advertising program have been announced by Admiral Corp.

For the first time in some years radio advertising will be independent of TV advertising, vice-president Seymony Mintro advertising, vice-president Seymony Mintro advertising. mour Mintz pointed out. Full page dealer co-op ads on radio will appear once a month in 85 markets and two page color ads on radio will be used in Collier's. In addition, more time will be devoted to radio commercials on the Bishop Fulton J. Sheen telecasts which Admiral will again sponsor this

TV advertising will feature eight models in each ad and is designed to help dealers sell the full line rather than just leader models. Two and four color ads on TV are scheduled for Life, Time, Look, Saturday Evening Post, Ebony, Farm Journal and Better Homes and Gardens.

Full page national co-op ads in 85 markets, billboard postings and trade and dealer-co-op programs are also part of the fall ad schedule.

Norge: Big Campaign

A million-dollar campaign this fall will be used to promote Norge Laundry Maids, it has been announced by H. L. Clary, vice president in charge of sales of the Norge division of Borg-Wainer Corp.

Ads in nine national consumer magazines, a network TV show, national publicity, trade paper advertising, and intensive local promotion will be included in the campaign to sell the

Time-Line automatic washer and clothes dryer.

Norge distributors will provide dealers with TV film spots, color movie trailers, direct mail materials, motion displays and 24-sheet posters, Clary

V-M: Color Ads

Two and four color ads in news-Two and four color ads in newspapers, Sunday supplements and magazines are the core of a fall campaign being sponsored by V-M Corp. to promote the firm's line of phonographs and record changers.

Merchandising aids of all types, interest of the control of the c

cluding mats, radio announcements and point of sale display signs, have been made available to tie in with the advertising.

Philco: The Biggest

Philco Corp. has launched what it believes to be the "biggest fall season advertising campaign in the televisionradio industry'

The campaign coincides with the firm's silver anniversary in the manufacture and sale of radio sets. Included in the campaign will be magazine, newspaper, television and radio advertising. Starting with the first week in September, 112 days of continuous advertising are scheduled.

Newest phase of the campaign is a radio show, the Philco Radio Playhouse. The half hour dramatic show is aired over the ABC network each Wednesday evening. The 52-week contract calls for time on 300 stations of the network.

Arvin: Fall Ads

One of the most intensive ad campaigns in the firm's history will be used this fall by Arvin Industries, Inc. Included is "basic emphasis" on newly announced radio and TV lines and an 'accelerated drive" on electric house-

Twenty ads in the fall series will be devoted to radio television and 13 will feature electric housewares.

A full line of retail sales helps has been made available to dealers to en-able them to tie-in with the advertising push, James M. Jewell, Arvin ad man-

Coleman: Three Shows

Three radio shows over the full NBC network are being used by Coleman Co. in a concentrated four-week campaign on space heaters, wall heaters and floor furnaces. The latter two products will be featured in 40 cities in the south and southwest; space heaters will be promoted on the re-mainder of the broadcasts. The firm said the shows had been planned to hit at the peak of the heater-buying season. It is the first major radio advertising program undertaken by Coleman in over 10 years.

Apex: Ten Guns

A set of ten individual point-of-sale promotions tailored to fit the needs of individual dealers highlights the late summer and early fall advertising efforts of Apex Electrical Mfg. Co. Included are: an owner's profit-sharing plan; a washer accessory selling plan, an oldest Apex washer contest; a twoin-one product promotion; a dealer's bonus plan; free washer inspections; a free appliance party; automatic washer and cleaner guessing contests; a new home owner's promotion; carload and warehouse sales promotions.

Regina: Broadened Ads

A "greatly broadened" program of advertising on Regina twin-brush pol-ishers and "Electrikbrooms" and introductory advertising on a new 16-inch twin brush floor machine has been announced by the firm.

Consumer advertising in a number of magazines will appear from September through December. The firm believes that the advertising devoted to its Model S polisher and scrubber is "the largest ever put behind a floor polisher.

Dealer tie-in material is available.

Necchi: Supplements

An advertising campaign in Sunday supplements will highlight the "largest fall advertising program" in Necchi's history, advertising director James W. Robertson said last month.

The four color supplement ads will appear in 44 newspapers with a circulation of over 53 million. Ad mats for local tie-in advertising, window streamers, counter cards and a special promotional deal will be available to

Other Necchi ads will appear in weekly, women's service, shelter and pattern and sewing magazines.

Schick: More TV

Successful use of TV in selling Schick electric shavers has led the firm to assume sponsorship of two network video shows this fall, according to Chester Gifford, president of the

The firm will resume sponsorship of the "Jackie Gleason Show" on Sat-urday nights and will underwrite "This Is Show Business" on Tuesday nights. Both are CBS programs.

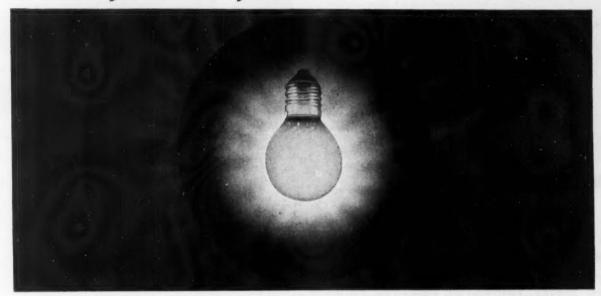
The firm's national magazine advertising campaign includes a schedule of full pages in Life, Saturday Evening Post and Look.

Broil-Quik: News Program



PRODUCT DEMONSTRATION for American Broadcasting Co. vice-president John Daly is staged by Max Steinbook, right, president of Broil-Quik, and agency man Irwin Zlowe, left. Occasion for meeting was signing of contract for Broil-Quik's sponsorship of Arthur Van Horn newscast over WABC-TV five times

ODOROUT. Lets You In On \$16,000,000 Market



Westinghouse Lamp Kills Odors Electrically... You Make \$2 to \$5 on Every Fixture Sale

Last year, \$16,540,000 was spent on household chemical deodorizers. This market is established, and growing yearly. But, until now, hardware and appliance dealers have not had a chance to share in this bonanza.

New ODOROUT lamp deodorizes faster, more efficiently . . . no artificial scents . . . no chemicals to replace

The Westinghouse ODOROUT lamp destroys odors electrically—the way nature does—by producing ozone from natural oxygen in the air. Ozone destroys odors. It works faster and more efficiently than chemical deodorizers. Yet ODOROUT lamps last for six months of continuous burning, and cost the housewife as little as 5 cents a week to operate. And because ODOROUT is sold in an electrical fixture . . . it sells best through hardware and appliance dealers.

\$2 to \$5 profit on every fixture ... plus replacement lamp business

ODOROUT lamps are available from fixture manufacturers in a wide variety of decorative fixtures. You make \$2 to \$5 on every fixture sale. And when replacement lamps are needed,

Westinghouse

you make a substantial sale. But remember, the ODOROUT lamp was originated by Westinghouse. Accept no substitute lamp in the fixtures you buy. Because only Westinghouse is creating consumer demand with TV advertising on "Westinghouse Studio One" and on all the major Pro Football Games this Fall. The Sunday comic ads on Westinghouse Light Bulbs, featuring a \$20,000 consumer contest, also include ODOROUT lamps.

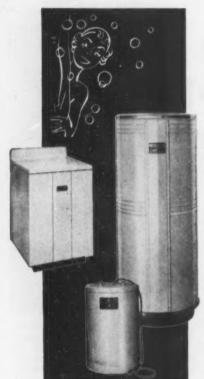
FREE Sales Kit yours for the asking



Kits are available from ODOROUT fixture manufacturers.

Westinghouse Lo Bloomfield, New	omp Division, Dept. EM-10 v Jersey
Please send me d turing ODOROU	descriptive literature and the list of firms manufact T fixtures.
NAME	
NAMEADDRESS	

Get what you WANT...in



MODERN

Automatic Electric
WATER HEATERS

MOST COMPLETE LINE—TOP QUALITY—
TOP PERFORMANCE—PROFITS!

You name it—MODERN'S got it everything you want in automatic electric water heaters. Most complete line—finest quality—top performance. Style that attracts—features that sell. And every unit priced for profit. See for yourself.

- 5½, 12, 20, 30, 40, 50, 66 and 82-gailen sixes
- · Standard, Deluxe and Table Top models
- "Electre-Band" black heat surface elements heat up fast — won't lime up
- Adjustable surface type snap action thormostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish baked on for long life

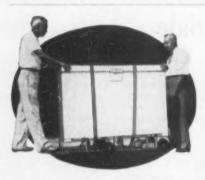
WRITE FOR DETAILS AND PRICES

Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY

Dopt. EM, West Chicago, Illinois

WATER SOFTENERS . FILTERS . ELECTRIC WATER HEATERS



The First Truck Designed to Handle HOME FREEZERS

and All Types of Domestic Appliances

Escort's Model DF-66 Appliance Truck was designed to eliminate all problems of appliance movers who must move everything from oversized home freezer units to pianos.

Five big features including 2 sets of 6" wheels and the famous roller-bearing Crawler Tread.

Write for information and descriptive

Escort APPLIANCE TRUCKS



STEVENS APPLIANCE TRUCK CO. Norton Road P.O. Box 897 Augusta, Ga.

Charting Tomorrow



WALL CHARTS showing latest inventory and sales information on Admiral products are examined by Robert L. Anderson, Admiral's manager of markets and research. Charts are a systematic summary of weekly field reports, and enable company officials to read warning signals, gauge production schedules, and determine profit outlook.

3 Freezer Kits

Frozen food packaging kits containing a selection of wrapping and packaging materials have been made available to dealers by three manufacturers of freezers.

The kits, designed to stimulate freezer sales, have been developed by Ben-Hur, Westinghouse, and General Electric. They will either be sold to consumers at low cost or given to them with purchase of a freezer.

Ben-Hur offers its dealers a specially planned "Freez-R-Pak" kit including packaging aids for an entire season's use, enough for 100 pounds of frozen food.. The kit was first developed in 1951. Westinghouse's "Sure-Wrap Freezer

Westinghouse's "Sure-Wrap Freezer Kit" contains a 50-foot roll of a new type freezer foil, plus 173 polyethylene bags in assorted sizes, a marking pencil and 200 acetate closure bands.

General Electric's kit consists of quantities of 15 items, including a variety of plastic food boxes and bags, sealing tape and wrapping supplies. "the home freezer idea is now well established . . . and the fly by night suppliers of meats and frozen foods at 'wholesale prices' have folded. . . .

We want to be among the progressive retailers who get on the ball and let it be known that we are interested in this new business: business from consumers who want to buy frozen foods and meats in quantity."

As a means of doing this, Bell is establishing a "freezer supply day" in each store and advertising "recommended home freezer specials". Bell stores will service customers with proper cuts of meat and will be supplied with the proper packaging materials.

The Roger Bell bulletin admits that heretofore the firm had been hesitant about undertaking such a program because "we felt we needed store traffic all the time." Now, says Bell, the firm has decided that the more food people have in their house the more they eat. And, he continues, the firm knows from experience that its annual fall canned goods sale doesn't hurt regular week-after business too much.

Freezer Idea

A suggestion that large groceries designate one day of each week as "home freezer supply day" has been made to 1700 grocery operators who receive marketing advice through the "Roger Bell plan", a promotional device used by Ladies Home Journal.

The Roger Bell plan is the mythical monthly sales program undertaken by the "Roger Bell Food Markets", an imaginary group of seven stores. The marketing advice prepared by "Roger Bell" and his "assistants" is sent each month to the "store managers" in the "Bell chain". Copies of this material are also sent monthly to an all-request list of over 1700 grocery operators controlling more than 135, 000 retail stores.

The September issue of Roger Bell's market advice points out that

Program Finished

Completion of a permanent longrange expansion program has been announced by Toastmaster products division of McGraw Electric Co.

The firm has now completed most of its defense contracts and can concentrate on production of civilian materials, according to D. Scott Campbell, Toastmaster president.

A new 50,000-square foot addition to the firm's Elgin, Ill., plant will now be used for increased production facilities on two toasters. The addition will enable McGraw to up production by 50 percent over 1950 schedules.

McGraw Electric Co.'s production of toasters was curtailed nearly a month last December to permit retooling for the new 1B16 Toastmaster toaster with "power action."





Admiral CORNER REFLECTOR

UHF Antenna No. ANS6A

tigh gain, 14 db. Frant to back ratio 15 to 1. Mast mounting bracket included. Mast not included. Suggested List Price

Admiral all-channel

antennas

HIGH GAIN

Now you can make an extra profit on installations using these high gain UHF antennas. In good signal areas, the Admiral Bow-Tie No. AN65A gets excellent reception on any of the 70 UHF channels...and lists for only \$4.75! For troublesome locations, where ghosts, reflections and interference are encountered, install the Admiral Corner Reflector Antenna No. AN56A. It lists for only \$9.95.

Both these antennas are made with aircraft aluminum antenna elements and vibration-proof reflectors. Both come completely assembled, ready to mount. "A-frame" insulators provide plenty of free air space around elements. The units have high mechanical strength, low wind resistance, and are treated to resist weathering. They can be easily fastened to existing masts and towers.

Where an indoor UHF antenna is needed, give your customer the Admiral Target No. 94A10-7. Smartly styled in rose-gold colored anodized aluminum with mahogany phenolic base, it stands only 10 inches high. The base is weighted and felt padded...can be placed on top of receiver...picks up all UHF channels. Order by part number from your Admiral distributor.

Admiral Corporation

Accessories and Equipment Division • Chicago 47, Illinois

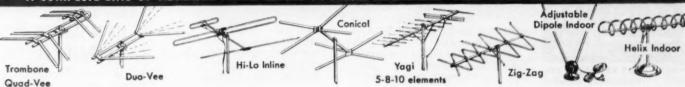
LOW COST



Admiral TARGET Indoor Antenna No. 94A10-7

Complete with lead-in Suggested List Price

A COMPLETE LINE OF ADMIRAL TV ANTENNAS . . . NOW AVAILABLE FROM YOUR ADMIRAL DISTRIBUTOR





ANNOUNCES
THE BIGGEST
NATIONAL
ADVERTISING
CAMPAIGN
IN SCALE
HISTORY!



INCLUDING

FULL PAGE, 2-COLOR ADVERTISEMENT

THE SATURDAY EVENING

POST

DECEMBER 12th ISSUE

AND

HALF-PAGE, IN COLOR, NOVEMBER 28th

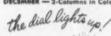


NOVEMBER 23 — Half-Page in Color DECEMBER 7 — Half-Page in Color

BETTER HOMES & GARDENS NOVEMBER — Full Column DECEMBER — Holf-Page in Colo

HOUSE BEAUTIFUL
NOVEMBER — Full Column
DECEMBER — Heif-Page in Color

SUNSET
NOVEMBER — Full Column
DECEMBER — Page in Color
GOOD HOUSEKEEPING
NOVEMBER — Full Column
DECEMBER — 2-Columns in Colo







Idea Exchange

Hotpoint Co. has asked its dealers for sales demonstration ideas to be used in the 1954 sales manual, it was announced by D. D. Thompson, sales training manager.

training manager.

The entire Hotpoint organization has received demonstration technique forms to be filled out and returned by mail. Hotpoint hopes to create an exchange of successful techniques that present new and different demonstration ideas.

"The idea here is that an exchange of demonstration ideas to close sales would be incorporated in the sales manual," Thompson said. "This would make the manual more effective for the retail salesman and help him in his daily selling."

The questionnaire asks for the best demonstration ideas used in selling refrigerators, freezers, ranges, water heaters, automatic washers, dryers, ironers, dishwashers, disposals, room air conditioners, dehumidifiers and kitchen cabinets.

And Still Growing

Five years ago this fall the standard gag in the record industry had to do with the bewildered record clerk who couldn't keep up with the new record speeds.

Long-playing records have long since ceased to be a laughing matter for the trade; most people in the industry are now quick to recognize the key role they have played in the industry's growth.

To celebrate the fifth birthday of its LP's—the first on the market in 1948—Columbia Records last month released a whole flock of statistics to show how LP's have grown in the past five years. Included (in what Time called "self-congratulatory statistics") were these figures:

-Columbia alone has sold 20 million LP's, and dozens of other firms have entered the field.

-the industry has issued 10,000 LP releases. That's ten times the monthly average in pre-microgroove days.

-consumers who have purchased those 20 million Columbia LP's have saved \$45,000,000 they would have spent to get the same music on old 78 ppm records.

78 rpm records.
The LP record is growing in other ways, too. Back in 1948 the maximum time for one side was 25 minutes.
Now Columbia, using a "variable groove" technique has issued an LP which plays for almost 65 minutes—better than 32 per side.

New Tax Appeal

An appeal for relief from excise tax on manufacture of phonograph records was submitted to the House of Representatives ways and means committee recently by John W. Griffin, executive secretary of the Record Industry Association of America.

Griffin pointed out in a statement that the record industry is an "exceedingly small business"—third smallest of the 20 taxed industries—and is hardest hit by the tax. He said annual gross at the manufacturing level in 1952 was \$75,000,000.

Griffin described the government's policy of taxing educational, religious and cultural records—along with the rest—as "inconsistent" with the historic tax exemption of educational media.

"Today, practical applications of the recording art are being used in increasing degree by forward-looking educators," he said. "Recordings are invaluable assets in teaching the blind and are indispensible in teaching music appreciation."

Griffin cited examples of a number of record manufacturers who lost money or made insignficantly small profits after paying excise taxes. One manufacturer who paid \$663 in excise taxes lost \$11.21, according to reports reaching Griffin.

Many other manufacturers now paying excise taxes previously have appeared before the committee. The present law imposing excise taxes will expire April 1, 1954, but may be retained by Congress.

LETTERS

To the Editor:

I have just read the article "Your Place in Hi Fi", by Ted Weber, Jr., starting on page 79 in the September issue of ELECTRICAL MERCHANDISING.

As a manufacturers' representative of hi fidelity components, including David Bogen Co., manufacturers of high fidelity amplifiers and tuners, Garrard Sales Corp., Garrard automatic record changers, University Loudspeakers, Inc., and R-J speaker and enclosures, for the past five years, I have read every merchandising article covering the Hi Fi subject merchandising It is amazing that ELECTRICAL MERCHANDISING, who are not primarily concerned with high fidelity equipment, should publish the only article, in my estimation, that is down-to-earth and of real value to dealers, parts distributors and high fidelity equipment manufacturers. Mr. Ted Weber, Jr., certainly knows his subject and should be congratulated for a wonderful job . .

I am wondering if it is possible to obtain about 150 reprints of this article. I feel that every parts distributor, music dealer and radio appliance dealer interested in merchandising Hi Fi, should read this article before coming to a definite conclusion. It would also do most of the sales managers of high fidelity equipment manufacturers some good too.

We will be glad to pay any price for these reprints. If they are not available, may we have your permission to copy the contents ourselves, with proper credit to ELECTRICAL MERCHANDISING, of course.

Very truly yours, Michael Scott MICHAEL SCOTT COMPANY 90 Edmunds Road Wellesley Hills 82, Mass.



RAINBOW PEN COMPANY
487 Broadway New York 13, N. Y.





New Haven Quilt & Pad Co. 1953 Catalogue

All famous DREADNAUGHT products that will help you to protect your deliveries from damages; reduce delivery costs; make deliveries easier. Catalogue includes padded appliance covers, furniture pads and covers, movers and warehouse accessories. Write for FREE copy today.

NEW HAVEN QUILT & PAD CO., INC.

(Dept. E 753) 80-86 Franklin St., New Haven, Conn.

ZENITH gives you the "BIG ACTION PICTURE" for Big Ticket sales in football season!

ZENITH'S "BIG ACTION" CINÉBEAM PICTURE takes 'em "out of the end zone and onto the 50-yard line". Use it in your store.



The big bright CINÉBEAM tube is a "picture window" on the game itself. With it, every game works for you making sales. Small screen set owners will never be satisfied with their old sets—they'll want the CINÉBEAM "Big Action" Picture in their homes!

Let's face it. You don't make the big money on the low end of any line—even Zenith. Sure we've got terrific "low end" models—competitively priced, typically Zenith in top quality, and with good mark-ups.

The really big market today, though, in most all places, is "big ticket" TV. Replacement sales to small screen owners who want something better—second set sales to those who want the old small-screen set in a den or bedroom, and a big picture set in the living room. Yes, and first set sales to those who were never "sold" on small pictures.

That's your big market today—and Zenith puts it right in the palm of your hand. There's no better time to start getting it than right now, either, for football is made to order to sell big screen television to the man who owns a small screen set.

Once your customer's seen Zenith's Big Action Picture, he won't want to settle for anything less. For Zenith is Big Screen television with a sensational plus—the exclusive Cinébeam Picture Tube. This tube works like a movie screen to make big pictures bright and sharp—just like the movies.

So skip the small change and get behind Zenith with the Big Action Picture on the Cinébeam Tube. It means big ticket sales, big mark-ups, and big values for your customers.

THESE ARE THE ZENITHS TO FEATURE FOR BIG TICKET SALES, Big Mark-ups, and Big Values to Customers



The Gibson—24-inch Console Model L2574R. Luxuriously finished in hand-rubbed mahogany veneers and solids. A fitting frame for a brilliant 320 square-inch Zenith Cinébeam nicture.



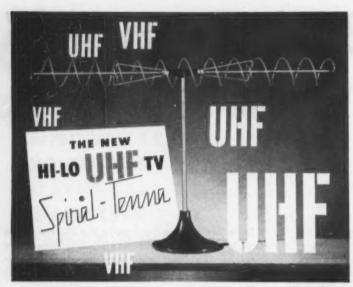
The Clark • Model L2876R. Giant 27' Cinébeam picture screen that gives twice the picture power. Smart contemporary design. Mahogany veneers and selected hardwoods. High-Fidelity 10-inch speaker.

PUSH ZENITH WITH THE BIG CINÉBEAM PICTURE TUBE-THAT'S THE BIG TICKET!



Backed by 35 years of Leadership in Radionics Exclusively ALSO MAKERS OF FINE HEARING AIDS ZENITH RADIO CORPORATION, Chicago 39, Illinois

dorn. 1913



Peak Performance for Indoor UHF and VHF Television Reception

Now - the nationally advertised, consumer accepted HI-LO TV Indoor Spiral-Tenna is applicable for both VHF and UHF with our exclusive UHF antenna adapter from channels 2-83. But, you still get the volume by selling

The Hi-Le UHF antenna adapter is available separately for all previous HI-LO antennas.

List Price \$2.00.

Sold by recognized jobbers low list price.

U. S. Patent No. 2,495,579 Canadian patents 1951 - other patents pe ORDER HI-LO UHF-VHF TV Spiral-Tenna TODAY!





Deliver

without



With Webb Slingabouts you can: (1) avoid the risk of claims resulting from damage to customers' property during deliveries: (2) protect the appliance from scratches or dents during movement: (3) avoid mussing up customer's kitchen. These thickly padded, flannel-lined canvas packages have sturdy handsling for easy handling. Slingabouts slip on and off quickly and give years of service.

Ask about Wrapabouts for TV Sets

												Ī
WEBI	MANUFA	CTI	JRING	CO.,	2918	N.	4th	St.,	Phila.	33,	Pa.	
end	Slingabout	or	Wrapo	bout	prices	for	Mod	el #				

Ma	ike	Range
me		Washer
iress	Chec	k TV
/	State	Radio TV Other (please specify

PEOPLE

Executive Dies



GAYLORD B. BUCK, vice president and general commercial manager of Public Service Co. of Colorado, died recently in Denver, Colo, Active in the utility industry since 1909, Buck came to Public Service Co. in 1924 as sales manager. He was prominent in Denver civic activities.

Sickinger Dies

Kenneth W. Sickinger, 38, vice president of Henri, Hurst & Mc-Donald, Inc., advertising agency, died August 18 in Chicago. Sickinger was born in Chicago, attended Chicago public schools and Northwestern Uni-

During his business career at Henri, Hurst & McDonald, Sickinger served as account executive for Raytheon Manufacturing Corp., Gibson Refrig-erator Co., A. O. Smith Corp., and others

Sickinger previously had been advertising manager for Zenith Radio Corp., Stewart-Warner, and Belmont Radio Corp.

Abel Resigns

Donald S. Abel resigned as general sales manager at Preway, Inc., effective September 1, it was announced by J. O. Ellis, president of the space heater and electric range manufactur-

New Staff Member

Walden Johansen has joined This Week magazine's marketing and plans department, it was announced re-cently by Euclid M. Covington, advertising director.

Johansen formerly was sales manager of the national accounts for the electric housewares division of Arvin.

Joins Magazine

Mrs. Ruth Fairchild Pomerov has been appointed to the newly-created post of food and home equipment editor of Redbook, the magazine announced recently.

Mrs. Pomeroy will supervise a new editorial program calling for greatly expanded coverage of the food and home appliance fields.

DRY-R-X

Clothes Dryer Exhaust

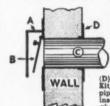
VENTS

Help Satisfy Dryer Customers



 Your clothes dryer prospects have heard about moisture, heat and lint. Assure them they'll have no problem . . . install Dry-R-X.

• A Dry-R-X exhaust unit is the simple. economical way to vent most makes of clothes dryers. All aluminum, it's rust, weather and insect proof. New self-thawing feature eliminates any dangers arising from a frozen damper.



e Dry-R-X kit contains (A) Hood welded to 8" square mounting plate (B) Au-

See your supplier or write us

DRY-R-X COMPANY



Easy Filling with Amazing Featherway THERMOFIL

Now you can offer instant Non-Stop ironing with Thermofil. This smooth operating valve allows 5 second refill-ing for practically continuous ironing.

Check these Advantages!

Exclusive manufacturers of automatic dry and steem irons, Feether Way offers out-standing sales features like these:





AMERICAN THERMO APPLIANCE CO

Na

Ade

RCA has the right combination for '54



We don't have to tell you that air conditioning is big business. In '52 sales hit a high that made history . . . and profits for dealers everywhere. Then came '53 with vastly greater sales. The curve is continuing upward.

To be sure of getting your fair share of this rapidly expanding business, it will pay to go along with the line that has the right combination to open more sales and profit potential for you.

RCA has the right combination:

- The right combination of models to please the greatest number of customers.
- The right combination of smart design and sound engineering to spell value to every prospect.
- The right combination of practical features.
- The right combination of advertising and promotion to help you sell your market.
- The right combination of prestige and acceptance to make your selling job easier.

RCA AIR CONDITIONERS

RCA VICTOR DIVISION



* Helps customers get better TV reception!



- * Dramatic Merchandising aids are furnished each dealer!
- * Nationally advertised!
- * Internationally Sold

No Guy Wires

Easily raised or lowered from 40' to 20' by crank.



* Easily stocked!

* Simple installation!

EASIER antenna servicing!



ele lue towers, inc.

701 49th St. S., St. Petersburg, Florida East Street, Erskine, Minnesota 2301 University Ave. SE., Minneapolis, Minnesota

Increase your NET profits with this Tower! Order Through Your Distributor





Welded tubular construction Channel iron skids reduce wear and tear. Handholds where you need them. Battel shaped cross bars for round or square appliances. Tailgate notch for safety. Face of truck covered with durable grey non-transtring rubber—form fitted for protection of load. In use for over 8 years.

Write for literature and name of nearest jobber Dutro Company 3110 Adeline - Oakland, Calif. JOBBER INQUIRIES INVITED
ATTRACTIVE FREIGHT ALLOWANCES

MANUFACTURERS SALES

	First 6 Mos.	July	Seven Months
DISHWASHERS	1953	11,576	95,131
	1952	15,799	72,689
	% Change	-26.73%	+30.87%
DRYERS, CLOTHES	1953	33,296	296,497
	1952	33,858	261,321
	% Change	-1.66%	+13.46%
FOOD WASTE UNITS	1953 1952 % Change	31,710	184,354
FREEZERS	1953	66,712	569,185
	1952	89,767	456,452
	% Change	-25.68%	+24.70%
IRONERS	1953	9,626	108,607
	1952	15,025	101,447
	% Change	-35.93%	+ 7.06%
RADIOS, HOME	1953	172,197	2,231,815
	*1952	218,868	2,188,746
	% Change	-21.32%	+1.97%
RADIOS, PORTABLE	1953	78,434	1,082,493
	*1952	96,233	899,248
	% Change	-18.50%	+20.38%
RADIOS, AUTOMOBILE.	1953	336,208	3,415,549
	*1952	112,870	1,947,958
	% Change	+197.87%	+75.34%
RADIOS, CLOCK	1953	87,620	1,211,144
	*1952	66,895	914,951
	% Change	+30.98%	+32.37%
RANGES	1953	80,145	861,127
	1952	84,325	553,088
	% Change	-4.96%	+55.69%
REFRIGERATORS	1953	329,501	2,509,933
	1952	366,372	2,103,333
	% Change	-10.06%	+19.33%
TELEVISION	1953	316,289	4,150,525
	1952	198,921	2,517,156
	% Change	+59.00%	+64.89%
VACUUM CLEANERS	1953	159,446	1,709,091
	1952	188,715	1,586,046
	% Change	-15.51%	+7.76%
WASHING MACHINES	1953	228,268	2,057,245
	1952	207,593	1,631,222
	% Change	+9.96%	+26.12%
WATER HEATERS	1953	49,996	308,475
	1952	46,758	313,536
	% Change	+6.93%	+21.35%

W ASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mirs. Assn., VACUUM CLEAN-ERS—Industry Estimate by Vacuum Cleaner Mirs. Assn., RADIO & TELEVISION—Industry Estimate by Radior Electronics-Television Mirs. Assn., ALL OTHERS—NEMA Members of Industry.

Hi Fi in the Heat

Apparently even a record-breaking heat wave can't stem the public's growing interest in high fidelity.

The first annual International Sight and Sound Exposition in Chicago had to contend with one of the most severe sustained heat waves in the city's

history during its three day stand in the Palmer House in early September. Even so 21,000 persons visited the 103 exhibit rooms and display areas.

Show officials thought they detected one other encouraging sign besides the attendance. Up to now there's been a general feeling that women don't go for high fidelity. But at the Chicago show there was a "tremendous attendance."



GRAYBAR SALESMAN, GROVER I. DAVIS, WRITES UP AN ORDER FOR J. J. McLAUGHLIN.

"MODERN WAREHOUSING SERVICE AND PROMPT DELIVERIES KEEP ME SOLD ON GRAYBAR"

says J. J. McLAUGHLIN

OWNER, J. J. McLaughlin Appliance Co., 28 Post Office Square, Bangor, Maine

"To run a profitable, growing appliance store today, you've just got to have on hand the nationally known products your customers want to buy. Though we do have storage space for inventory, I still couldn't afford a warehouse large enough to back up the service I like to give my customers.

"And fortunately, I don't have to. By dealing with Graybar Electric Company, I get, without any cost to me, the benefit of

their nation-wide buying and warehousing system. When I need a certain model of a given line in a hurry I just call our local Graybar Representative. In next to no time the items I need are delivered. That lets me use my limited storage space for fast movers, and lets me get more variety in the merchandise I keep on display. My customers know I can get them 'anything electrical' . . . and fast."

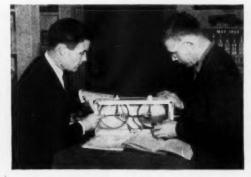


J. J. McLAUGHLIN . . . Points with pride to 15 years of steady growth as a Graybar Dealer . . . considers prompt service on stock items and vital service parts the keystone of his success. Though

other distributors serve his immediate area, Mr. McLaughlin has learned from experience that he gets faster, more ef-

ficient service from Graybar.

His order is promptly shipped from the Graybar warehouse.



Davis drops in to make sure the order has arrived and to go repair techniques with Service Manager F. E. Hannigan.



McLaughlin gains another satisfied customer by having on hand the popular coffee maker she wants to buy

Your Customers WANT the popular appliances...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.
362-610



IN OVER 100 PRINCIPAL CITIES

DISTRIBUTOR NEWS



TELEVISION sets are unloaded at a retail store from Jack Gardner's leased delivery truck. Instead of buying vehicles, Gardner leases autos and trucks from a fleet owner. It helps him free working capital to put into further expansion of his Baltimore distributing firm.

Leasing Costs Him Less

An Eastern distributor has found that by leasing vehicles instead of buying them, he gets the tools for expansion without depleting his working capital

A Baltimore distributor has solved the problem of operating an expensive fleet of autos and trucks and at the same time keeping his working capital free for expansion—he leases vehicles instead of buying them.

Instead of buying them.

Jack . C. Gardner, distributor of Bendix television and radio and Gibson appliances in Maryland, Delaware, and parts of West Virginia, says the dealer-distributor's biggest problem is trying to avoid tieing up his capital in operating costs. By leasing his vehicles, Gardner figures he's freeing around \$13,000 in working capital.

Gardner started out in the business three years ago—with the living room of his home for his headquarters. In the first year, Gardner Distributing Co. volume was well over a million dollars. By 1952 he knew he would have to have new cars and trucks to expand further.

On a tip from a friend, Gardner contacted a fleet leasing firm. He arranged to rent a car to cover his sales area and a truck for deliveries. He leased the car on a \$75 a month basis and took the truck for \$125 a month, making a yearly rate of \$2,400.

"If the company had bought the

"If the company had bought the truck and car they would have cost well over \$7,200," says Gardner. "Then there'd have been depreciation and maintenance to figure on, besides all the other headaches of companyowned cars."

After his initial venture proved successful, Gardner put in a new order to take care of his salesmen. Now he's

leasing four Ford cars and a new truck.

Here's the way Gardner figures his savings on these five vehicles: rental and operating costs on the truck alone come to \$2,700 a year. If he bought a new one, it would have tied up about \$5,000 in capital. Or, on a mileage basis, figuring all expenses, it would come to \$3,000 each year during the life of the truck. That's an annual saving of \$300 on the truck alone.

Rental for the four cars is \$3,120 a year. With \$500 operating costs, the total expense comes to \$3,620 annually. But if Gardner were to buy four cars, the initial outlay would be about \$8,800. Added to that would be depreciation, maintenance, salesmen's traveling allowances, etc. "Any way you look at it," says Gardner, "we're saving at least \$4,380 yearly on our cars."

The hard cash saved by leasing is the biggest advantage, but not the only one. He gets new cars every year, and a new truck every three years. He doesn't have to worry about mileage allowances for salesmen—they would rather use leased cars than their own or company-owned cars. And on March 15, Gardner can deduct the entire vehicle rental cost from his income tax.

Admitting that his small scale leasing may sound like small scale saving, Gardner thinks its worth it. "With operating costs going higher every day," he says, "nobody should be allergic to saving money."

World Series in Boston

The Red Sox were just about out of the pennant race but that didn't stop Boston distributor Alvin Zises from using baseball as a promotion.

The connection between the return to baseball of Red Sox star Ted Williams and the signing of a TV franchise by a distributor may see remote.

To Álvin Zises, president of Equipment Distributors, Inc., Boston, however, these two events looked like a natural. The result of his thinking was a unique "World Series" promotion that brought more than 2000 dealer personnel to Equipment's showings in Boston, Providence, Worcester, Portland, Bangor, and Manchester in late August.

Williams' return to the Red Sox line-up had brought a sudden reawakening of baseball interest in New England, even though the Sox were all but completely out of the pennant race. Zises capitalized on this interest by using a baseball theme for the initial area showings of the CBS-Columbia line which his firm now distributes.

Mail Campaign. Dealers in the area got their first inkling of what was to come on August 17 when a jumbo post card inviting them to the World Series showing of Equipment Distributors, went into the mail. Two days later, the dealers were invited to "knock a homer" at the "World Series" held by Equipment Distributors. Dealers were urged to "play ball" at the various Equipment showrooms in the New England area.

On August 21 a third mailing went out. This one was an oversized replica of a regular baseball ticket to the "Equipment World Series Showing." In all, more than 20,000 pieces of mail went out to 5,500 dealers in the New England area. These mailings went out to active Equipment Distributors dealers, as well as to inactive accounts

in order to capitalize on interest in the CBS-Columbia line in New England.

However, follow up did not stop with the mailings. Each Equipment salesman embarked on an extensive telephone campaign the night before and the day of the showings. Specific appointments were set up for individual dealers.

For the second day's showing in Boston, Louis Hausman, vice-president of CBS-Columbia Inc., was on hand to meet dealers. Dave Schwartz, CBS-Columbia sales representative, was available during the three days of the Boston showing.

The showings received widespread coverage in the local trade and consumer newspapers, and served as an excellent vehicle for the Equipment CBS-Columbia kickoff in the area, officials said.

Limits Accounts

In a program designed to "protect" retailers and boost their TV sales, Philadelphia Distributors, Stromberg-Carlson wholesaler, has limited dealer accounts to less than 90.

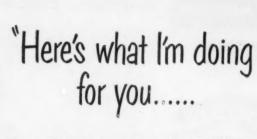
This enables the company to have a "strong dealer element, with the so-called 'weak-sister' accounts eliminated," according to Albert E. Hughes, president of the Philadelphia firm. He said the move would provide a "closer relationship" between the distributor and its dealers.

Robert Barnes, sales manager for Philadelphia Distributors, suggested that retailers change their TV window displays so as to give the appearance of fast turnover in receivers.

World's Largest



LISTENING TO the worlds largest clock radio are James H. Kelly, manager of General Electric Supply Co., Newark, N. J., and Mayor Leo P. Carlin, of Newark, during ribbon cutting ceremonies at opening of new GESCO facilities in Newark.



I'm your gal, Kathi Norris, who works for you every week on G.E.'s smash TV hit—"Meet Mr. McNutley" starring Ray Milland. I'm showing millions of prospects why they should buy G-E Ultra-Vision—proved best picture 7 to 1!

And here's what you can do for yourself...

Use this dramatic

PUSH-BUTTON DISPLAY TO STEER
TRAFFIC TO YOUR DEMONSTRATION OF



• Beside the door—in the white goods department—at the service counter—this flasher demonstrator (No. ERT-166) converts general store traffic into TV prospects by dramatizing the picture improvement offered by G-E Ultra-Vision.

USE THIS PROVED VISUAL SALES AID

• New kit has 66 sales aids including this 21-page easel presentation that helps you take the prospect through every major feature of G-E Ultra-Vision. Proved effective by TV retail salesmen coast to coast. Order this kit today. (ERX-42),

General Electric Co., Radio and TV Dept., Syracuse, N. Y.

Ask your G-E TV distributor about both of these vital sales helps.



You can put your confidence in_

GENERAL



ELECTRIC

Kathi Norris, an for General Electric,

d on the G-E Comedy Theatre starring

in "Meet Mr. McNutley" Radia—CBS networks weekly

ELECTRICAL MERCHANDISING-OCTOBER, 1953

Tyler Fixture Corp.



WILLIAM S. HALL

William S. Hall, has been appointed to the newly created post of director of sales for the company's Harder-Freez Division. Hall comes to Harder-Freez from his recent post as assistant general sales manager, Deepfreeze Appliance Division, Motor Products Corporation. In another appointment Robert Tyler, Jr., becomes assistant sales manager. Hugh Cooper remains as sales manager in the the Harder-Freez organization.

General Electric Co.



G. A. BRADFORD

G. A. Bradford has been named manager of advertising and sales promotion for General Electric's radio and television department. Prior to his present appointment Bradford was advertising manager of the tube department in Schenectady.

In a regional appointment R. M. Lutz has been named manager of the Philadelphia district for the radio and television department.

Raytheon Manufacturing Co.

Robert W. Fordyce had been named as district sales manager for the eastern region, in a territory which includes Birmingham, New Orleans, Pensacola, Tampa, Miami and Jacksonville.

Stiglitz Corporation

E. N. Stiglitz, Jr., has been elected secretary-treasurer of the Stiglitz Corporation. An additional appointment is that of L. D. Grant, named as general sales manager. During the past three years Grant had been associated with the General Air Conditioning Corp.

New Positions

A. O. Smith Corp.



GEORGE P. HOUGH

George P. Hough has been appointed as general manager of the Permaglas-Heating division of the company at Kankakee, Ill. Hough fills the post vacated recently by F. S. Cornell now vice president and general manager of the company.

American Kitchens Div., Avco Manufacturing Corp.



W. K. GRUMBINE

W. K. Grumbine has been promoted to the new position of specialty products manager for the division. Grumbine had formerly held the post of product service and installation manager for American Kitchens. His previous post has been filled by the appointment of C. Lane Schultze.

Admiral Corporation

Donald W. Jackson and E. A. Freiburger have been appointed as regional sales managers for the corporation. Jackson will cover a newly created Indiana territory, while Freiburger will be responsible for sales in the Sioux Falls-Davenport, Iowa territory of the company.

Amana Refrigeration, Inc.

Marie C. Schanbacher has been named home economist for Amana in the firm's northwest territory, comprised of New York and the New England states.

Nesco, Inc.



ROBERT L. PURCELL

Robert L. Purcell, vice president and treasurer of Nesco, Inc., has been promoted to executive vice president. An additional appointment is that of Martin Segal who has been named vice president and treasurer of the company.

Domestic Sewing Machine Co., Inc.



CHRISTY A. LANGE

Christy A. Lange, sales manager for Domestic has been named executive vice president of the firm. The announcement of the promotion was made at a recent meeting of the company board of directors. Lange has been associated with Domestic since 1945.

Westinghouse Electric Corp.

Lawrence W. Scott, formerly retail sales manager for Montgomery Ward and Co., in Chicago, has joined the Westinghouse headquarters consumer products staff. Scott is assigned to the office of Victor D. Kniss, general sales manager for consumer products in the Westinghouse organization.

Fedders-Quigan Corp.

Allan T. Lacy, district sales manager, Fedders Quigan Corp., has been promoted to regional sales manager of the central region with headquarters in Chicago.

Ironrite, Inc.



RICHARD W. SIERK

Richard W. Sierk has been promoted to the position of assistant to the vice president in charge of sales. Sierk has previously been advertising and sales promotion manager for the company.

An additional appointment is that of Bernice Pfitzenmaier who has been appointed to the Ironrite Institute of Ironing, where she will serve as a home service advisor for the middle Atlantic region.

Crosley—Bendix Div., Avco Manufacturing Corp.



JOSEPH L. ARMSTRONG



A. E. CASCINO

Appointment of Joseph L. Armstrong as director of Crosley and Bendix laundry equipment sales has been announced. At the same time announcement has been made of the resignation of H. P. Bull from the laundry sales post.

A. E. Cascino has been named

A. E. Cascino has been named as director of market research for the consolidated Crosley and Bendix Home Appliances divisions of the corporation. Cascino had previously been director of market research for the Bendix division only.

Ampro Corporation



HERBERT P. NIEMANN

Election of Herbert P. Niemann as president of Ampro Corporation has been announced. Niemann will also retain presidency of Hertner Electric Company of Cleveland.



Capehart-Farnsworth Co.

J. H. RIDDELL

J. H. Riddell has been named assistant vice president of the consumer products division. Riddell had been manager of marketing for Capehart prior to his recent promotion.

Welbilt Stove Co.



HOWARD LANDIS

Announcement has been made of the appointment of Howard Landis to the post of sales manager of the company's air conditioner division. Landis comes to the company from Retailing Daily, where he had been major appliance editor for the past four years.

Calcinator Corporation



DON DAVIDSON

Don Davidson has joined the Calcinator Corporation in the post of sales manager. In his prior connections before joining Calcinator, Davidson had been sales promotion manager for the dryer and ironer divisions of Whirlpool Corporation.

Murray Corp. of America



T. W. HARDY

T. W. Hardy, vice president of the company's home appliance division, will assume charge of all home appliance sales activities in addition to his present duties. The appointment is the result of the election of C. H. Menge as executive vice president of the Eljer Co., a Murray subsidiary.

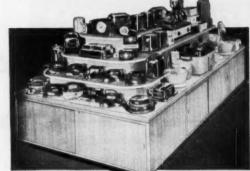
Thor Corporation

The appointment of D. R. Nighswander as assistant to the general sales manager has been announced. In his new capacity Nighswander will assist in matters concerning promotions, sales and administration.

Coleman Company

Addition of a merchandising department has been made known by the company with the appointment of Julian F. Warren as merchandising manager. Warren had previously served as sales manager of the Delco appliance division of General Motors. In other appointments, and coincident with the opening of new zonal sales offices, two manager have been named by the company. L. L. White becomes eastern zone manager in the new Philadelphia office and Hascal Simmons takes over as southern zone manager with offices in Dallas.

SELF-SERVICE SALES CLIMB



- "Related Item" **Buying** is Multiplied
- Impulse Sales **Increase Sharply**



Flexo-Step STORE FIXTURES

- Unlimited Flexibility...Individual Steps Removable
 Easy to Effectively Display Merchandise of any size or shape
 All merchandise is Easy-to-See...Easy-to-Handle...Easy-to-Buy
 More Selling Space...50% more than Conventional Equipment

- Brings you more money per square foot of floor space
 Sliding Doors in Base Permit Easy Access to Storage Space
 Expertly built of Strong Veneers by Fixture Craftsmen,
 Beautifully finished
 Shipped Completely Assembled...Ready to Make
 Immediate Sales for You

ADD SALES CO. 702 COMMERCIAL ST. MANITOWOC, WIS.

WRITE . . WIRE OR USE THIS COUPON FOR MORE SALES ADD SALES CO.
702 COMMERCIAL ST.
MANITOWOC, WIS.
PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON

FLEXO-STEP STORE FIXTURES WITH PRICE LIST. NAME AND PROFITS STREET..... CITY.....

COLE LAUND-R-VENT

for automatic clothes dryers. Friction free. Rust and ice proof. Built entirely of aluminum. 3" and 4" sizes. Prices start at \$2.55. Complete kits available.

AUTOMATIC DRAFT CONTROL

COLE-SEWELL ENGINEERING CO.

2288 UNIVERSITY AVENUE . ST. PAUL 14, MINNESOTA

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 More Selling Space...50% more than Conventional Equipment

- Brings you more money per square foot of floor space
 Sliding Doors in Base Permit Easy Access to Storage Space
 Expertly built of Strong Veneers by Fixture Craftsmen,
 Beautifully finished
 Shipped Completely Assembled...Ready to Make
 Immediate Sales for You

ADD SALES CO. 702 COMMERCIAL ST. MANITOWOC, WIL

WRITE . . WIRE OR USE THIS COUPON FOR MORE SALES **PROFITS** AND

ADD SALES CO. 702 COMMERCIAL ST. MANITOWOC, WIS. DATE. PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON FLEXO-STEP STORE FIXTURES WITH PRICE LIST.

NAME STREET.....



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SEARCHLIGHT SECTION
(Classified Advertising) H. E. Hilty, Mgr.
EMPLOYMENT Positions Wanted 227 Selling Opportunities Wanted 227
BUSINESS OPPORTUNITIES Offered
EQUIPMENT MERCHANDISE
(Used or Surplus New) For Sale

MERCHANDISING assumes no espon-cibility for errors or omissions.

SEARCHLIGHT SECTION-

REPLIES (Box No.): Address to office negrest you NEW YORK: 330 W. 42nd St. (36) CHICAGO: 520 N. Michigan Ave. (11) SAN FRANCISCO: 38 Post St. (4)

SELLING OPPORTUNITY WANTED

WANTED

Wanted Coin meters similar to Meter Matic Bank meters model M30 only. Can use any quantity up to 500. Write or wire giving model make, quantity and condition, price. W-8833, Electrical Merchandising.

PACIFIC NORTHWEST

Appliance Manufacturers Representatives now in position to accept additional lines. Aggressive coverage of Pacific Northwest States. Lines must have merit.

NOR-PAC SALES CO. 729 S. E. Morrison St., Portland 14, Oregon

Manufacturers' Representative

Established Sales Engineer organizing maturers' agency New York City. BSEE, Prage 29, seeking lines for wholesale electric houses, appliance distributors, jobbers, Would

RA-9190, Electrical Merchandising 330 W. 42 St., New York 36, N. Y.

Attention Meter Plan Organizations: Disposing of large quantity of "Meter-Matie" (International Register) collection meters. Reconditioned meters, guaranteed to look and operate like new—full one year warranty. Model M-12, \$3.95. DM-6 (2 door) \$6.95. Also brand new M-12 meters, \$4.95; and DM-6 Meter mechanisms less case, \$3.95. Replacement motors for any model \$1.50.

REMIND-A-METER CORP. 542 W. 27 St. New York, N. Y.

MOTOR EXCHANGE SERVICE

Your burnt out tank vacuum cleaner motors com-pletely robuilt guaranteed one year. Your cost \$6.50 G. E. tank motor \$9.50 1000 Rebuilt vacuum cleaners \$19.50 up. Rebuilt Tank Vacuums \$19.50 Up DEALERS' VACUUM CLEANER CO 140 Nostrand Ave. Brooklyn 5, N. Y.
Parts For All Makes

F.H.P. & MULTI V-BELTS Gates, Goodyear, Dayton

Brand New - Must sell out - For Inventory & Price List Call, Write, Wire, Visit

Industrial Equipment Associates
130 West 42 St., N. Y. C. LO 4-8270

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LINE OF FANS Brand New Design

Your inquiries are invited on full term patents (both design and me-chanical) for a revolutionary line of fans. Through painstaking development, prototype fans have per-formed with unusually high efficiency and quiet operation.

The fan designs permit direct ap-The fan designs permit direct ap-plication in both consumer and in-dustrial markets. Examples of the latter are used in refrigeration, con-denser, and evaporation cycles.

Basically, the design offers nonvortexing, non-resonating performance. Ample self-cooling of the motor has been provided, and approved by the National Board of Fire Underwriters. . . Single piece stamping, volume production is possible through punch press product-

We'll be happy to arrange demonstration tests of these fans. . . . For further information, please write:

BO-9240, Electrical Merchandising 520 N. Michigan Ave., Chicago 11, Ill.

Arvin Industries, Inc.



CRAIG C. BRITTON

Craig C. Britton has been appointed to the position of assistant sales manager in charge of special accounts for the electric housewares division. Britton succeeds W. M. Johansen.

Silex Company

Following the recent merger of the Chicago Electric Manufacturing Co., and the Silex Co., several territorial and personnel changes have been announced. R. C. Shinnick, will cover the Boston territory for both lines; W. A. McBurnie will serve both companies in northeastern Ohio, western New York and Pennsylvania and northern West Virginia. M. A. Stout will serve both companies in Philadelphia, while C. W. Byerly has been appointed manager in the Baltimore-Washington area. E. H. McFeelev will serve both companies in southern Ohio, southwestern West Virginia, eastern Kentucky and southeastern Indiana. F. D. Easton will manage both lines in eastern New York, western Massachusetts, Vermont and northeastern Connecticut, while J. M. Hopkins has been appointed district manager for both companies in Michigan, northeastern Indiana and northwestern Ohio.

CBS-Columbia, Inc.

Robert S. Windt has been appointed publicity and promotion manager for the company according to a recent announcement. Windt had previously served with David O. Alber Associates handling public relations for Allen B. Du Mont Labs., Inc. Other appointments include that of Robert A. Caswell as midwestern regional sales manager.

Cory Corporation

E. W. Gutgsell formerly southwest divisional sales manager for Cory has been named to a like post in the midwest division. His post in the southwest division has been filled by W. D. Morgan, former manager of Cory's Kansas City territory.

Manitowoc Equipment Works

J. C. Anderson has been named district sales manager for Manitowoc with headquarters in St. Louis, while Robert M. Reed will assume a like post in the Philadelphia zone.

MERCHANDISING

SUPPLEMENT

Products, Services - For More Sales, For More Profits

UNDISPLAYED RATE:

r line per insertion. Minimum 8 (First line in small black face type.) as of a line count as line. Discount if full payment is made in advance consecutive insertions of undisplayed

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ROLL-OR-KARI CO. Manufacturers ZUMBROTA; MINNESOTA

HORTON

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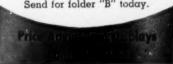
that all inquiries on Horton Products, also Parts & Service orders for Washers, Ironers, Dryers, & Jacobs Launderall are to be sent to Horton's New Address:

HORTON

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the PRIAD plan

Monthly display service for utilities and accredited dealers. Trims sent K. D., attractive and inexpensive. Send for folder "B" today.



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Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way

KASSON

The Action Display-Way To Boost Your Sales!

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



GENERAL DIE AND STAMPING CO.

Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.





The Changed America

UR distinguished sister publication, Business Week, in a recent special report on "The Changed America", analyzed some thoughtprovoking trends the American economy faces in the years just ahead. The conclusions they reached make stimulating reading for all of us who have a stake in the business of manufacturing and distributing consumer durable goods. This becomes clearly apparent from their over-all conclusions: that America has undergone vast social and economic changes in the past two decades; that the year 1953 could mark the beginning of a gigantic switch from meeting external demands for defense to meeting internal demands for a higher standard of living. The question clearly posed and answered with ringing silence is whether the American economy, with its enormous and steadily increasing productive capacity, is capable of absorbing what it is able to produce. The past two decades of world depression, world war, local war and cold war provide no guideposts. And, as the report points out, the death of Stalin and the apparent shift in Russian policy may usher in an era of peace, in which case the American consuming public will hold the key to our future economic health.

The study makes it clear that in addition to the impact of the depression, the social revolution wrought by the New Deal, and the fabulous markets created by war and defense, that other important changes are already taking place: (1) the greatest seller's market in history has come to an end, (2) economizing, not more spending, has become a policy of government, (3) broad, across-the-board plant expansion has halted, (4) inflation has stalled, (5) there are more consumers and they have bigger incomes and more leisure than at any time in our history.

ALL of these changes pose problems of farreaching consequence. For the fact remains that, only a couple of years ago when defense expenditures were at an all-time high, together with record outlays for new capital plant and equipment, the consumer goods business was in the doldrums. Now, in effect, the economists are saying that only a high level of activity in the consumer goods field—housing, automobiles, soft goods, home furnishings, appliances, radio and television—can keep the economy humming at anything like its present levels. It is true, the report points out, that no depressions have ever been started by consumers—they start when the money supply is not adequate for everyday business needs. But the suggestion is implicit: it could happen.

It must be admitted that there are many hopeful trends set forth in the study. They point out we are adding to the population at the rate of about three million a year, but promptly temper this growth factor by remarking that population gains between now and 1955 will fail by one-half to provide enough market growth to maintain present employment levels. They claim we are living in a more stable, depression-proof society. citing the \$9-billion reserve in government unemployment insurance, government interest payments of \$5-billion annually, union wage contracts, price supports for agriculture and the like. We know, too, that a whole new pattern of income levels have taken place and a great new middle class of consumers created-consumers with money to spend, savings in the bank and an itch for the better things of life. In fact, discretionary spending power—personal income after taxes—is running at five times the 1940 rate. On top of that, consumers are currently saving 8 percent of income after taxes. And if the proposed 10 percent slash in personal income taxes takes effect next year, consumers will have another \$3-billion to play with.

ALL these things cast a roseate hue over the economic horizon. But skies have a way of darkening ominously and unpredictably. And the unknown quantity, continually stressed in the Business Week report, is the problematical behaviour of the millions of customers for our goods. If they go on a buyer's strike, as they did in 1951, we could be in for some pretty rough sledding. One thing is certain: they are in the driver's seat and, from here on in, it is going to require a continually sharpened application of all our selling skills to maintain present levels of production and sale.

We might remember, too, that our industry has been singled out for special attention as one which will bear a large share of the responsibility for the health of the American economy in the years ahead.

It's an inspiration and a challenge for all of us in the industry.

Laurence avery -

EDITOR

1. LOW COST! Customer like the smaller price tog on workers equipped with Lovell wringers. And the fact that they close very surposed with Lovell wringers, had the fact that they close very surposed with Lovell wringers. And the fact that they close very surposed with Lovell wringer surposed with Lovell wringer surposed with Lovell surposed with Lovell surposed with Lovell instinctive wringer surposed with Lovell surposed with Lovell instinctive wringer surposed with Lovell surposed wringer surposed with Lovell instinctive wringer surposed with Lovell instinctive wringer surposed with Lovell instinctive wringer surposed wringer to the near operating lateral wringer to the near operating lateral wringer to the near operating wringer to the near o overalls, all in the same suds. Set washgently squeezed out by Lovell's Pressureing and rinsing time to suit yourself. Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or 7. BUILT TOWORK BETTER, LAST LONGER! break buttons. "GUARDED TOP" DESIGN gives added protection. POWER ELECTRIC ROLLS, 3 rubber layers give right Eleunang pressure. HARDWOOD BEARINGS never need oiling, won't stain SINGLE LEAF SPRING gives balanced pressure. ALL-STEEL H-TYPE FRAME prevents twisting or breaking. TOWELL EQUIPOR

How big <u>is</u> the bread and butter?

AMILLION-AND-A-HALF housewives pointed to wringer-washers last year and said, "I'll take that one". Those sales amounted to about half of all washers sold in 1952.

Wringer-washers have been your bread and butter for years. And they'll continue to be.

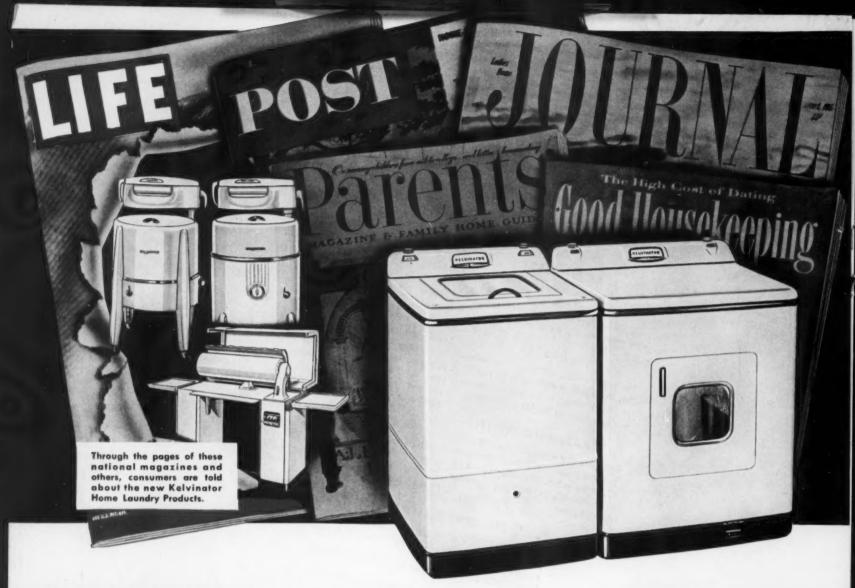
To make the bread and butter even bigger, display and demonstrate wringer-washers with Lovell wringers. And be sure to point out the Lovell name. Women know it for quality. Then clinch the sale with Lovell's seven big sales points. Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!





PRESSURE CLEANSING WRINGERS

Lovell Mfg. Co. · Erie, Pa.



Extensive advertising ... exclusive features ... expanding market make the new Kelvinator Washers, Dryers and Ironer easier to sell!

PRODUCTS... Exclusive advantages that give prospects a *real reason* to buy, are found in the entire Kelvinator Family of Home Laundry Equipment. The "Shampoo Washing Action" of the new Kelvinator Automatic

The "Shampoo Washing Action" of the new Kelvinator Automatic Washer—its "X-Centric Agitator"—its "Overflow Rinsing"—have instant appeal for women because they so clearly give the washer superior ability to get *dirty* clothes *really clean*, with complete safety for the finest fabrics!

The new Kelvinator Clothes Dryer, too, has more sales appeal built into it. Drying is done by high velocity air circulation rather than high heat, with safe temperatures for all fabrics, even synthetics! Added saleable safety features: the non-snagging contours and porcelained surfaces of the drying cylinder; the automatic safety door that stops dryer operation when opened!

And every other Kelvinator Laundry Appliance is equally powered-to-sell by performance!

PROGRAM... Millions of laundry equipment prospects are being made aware of Kelvinator's superior features through hard-hitting national advertising and sales promotion programs.

On September 14th, Kelvinator kicked off an aggressive Fall and Winter

program with a four-color, two-page spread in LIFE, and is following up with a continuing campaign of appealing high-impact ads in LIFE, Good Housekeeping, Ladies' Home Journal, Parents Magazine and other consumer publications during peak months.

In addition, Kelvinator provides tested and proved local advertising and merchandising materials for retailers to tie-in with the national program.

POLICIES ... In every respect Kelvinator laundry equipment backs up the long-standing policy that "When Kelvinator heralds a new line, the unusual may be anticipated: revelations in styling—advanced utility—new steps ahead in efficiency, economy and care-free performance."

As a retailer, never before have you seen products more skillfully conceived to *build sales by demonstration*—which confirms a further Kelvinator policy that you can depend on Kelvinator for "products in which successful retailing is the paramount consideration."

This, coupled with the Kelvinator policy of "an adequate market for every dealer", virtually assures continuing growth and success for the retailer. Interested? Just call us or write.

JOIN THE MELVERELECT PARADE TO BETTER BUSINESS!

LIMITED SELLING AIDS

PROVED SELLING AIDS

AN ADEQUATE MARKET

MARKET

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